

SEPTEMBER 1959

# SOUTHERN AUTOMOTIVE JOURNAL

We Moved to Suburbia

page 65

Same Gross \$\$ from '60's?

page 67

page 82

UNIVERSITY MICROFILMS  
313 NO FIRST ST  
ANN ARBOR MICH 4

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES



## Knowledge is like a torch...

The higher you hold it the farther it is seen.

At the Perfect Circle laboratories our constant purpose is the acquiring of knowledge of products and their installation which will improve the service an engine gives to its owner.

But we realize the mere acquisition of this knowledge would accomplish but little if we failed to pass it on to those who design, manufacture and maintain the world's motor ve-

hicles and other internal combustion engines. Hence, our researchers freely reveal their findings to all automotive engineers and their organized associations. For those who service and maintain internal combustion engines, we periodically hold local Doctor of Motors clinics. In the field, our technical staff is always available for help and counsel.

We give of knowledge that we may receive it from others.

## Perfect Circle

Piston Rings...Precision Castings...Power Service Products...Speedostat

HAGERSTOWN, INDIANA • In Canada: DON MILLS, ONTARIO • PERFECT CIRCLE INTERNATIONAL, FT. WAYNE, INDIANA



**for STRENGTH**

Jet Action Bondo for Rigidity!  
"R-P" Bondo for Flexibility!

### ANOTHER *Bondo* PAY-OFF TIP

**PROBLEM:** To make strong repairs in areas such as large holes, deep dents, body rot, etc.—easily... quickly... permanently.



**SOLUTION:** Areas to be repaired must be properly preconditioned. First—they must be *cleaned*. Thoroughly. Leaving no old paint spots. Second—areas must be rough, *very rough*. Use a coarse, open-grit abrasive disc. *Do not polish!*

**RESULT:** A permanently-anchored and rock-hard bond. With Bondo, your job can be guaranteed to resist rust, rot, dry-out, corrosion, shrinkage or mildew. *That's Bondo!*

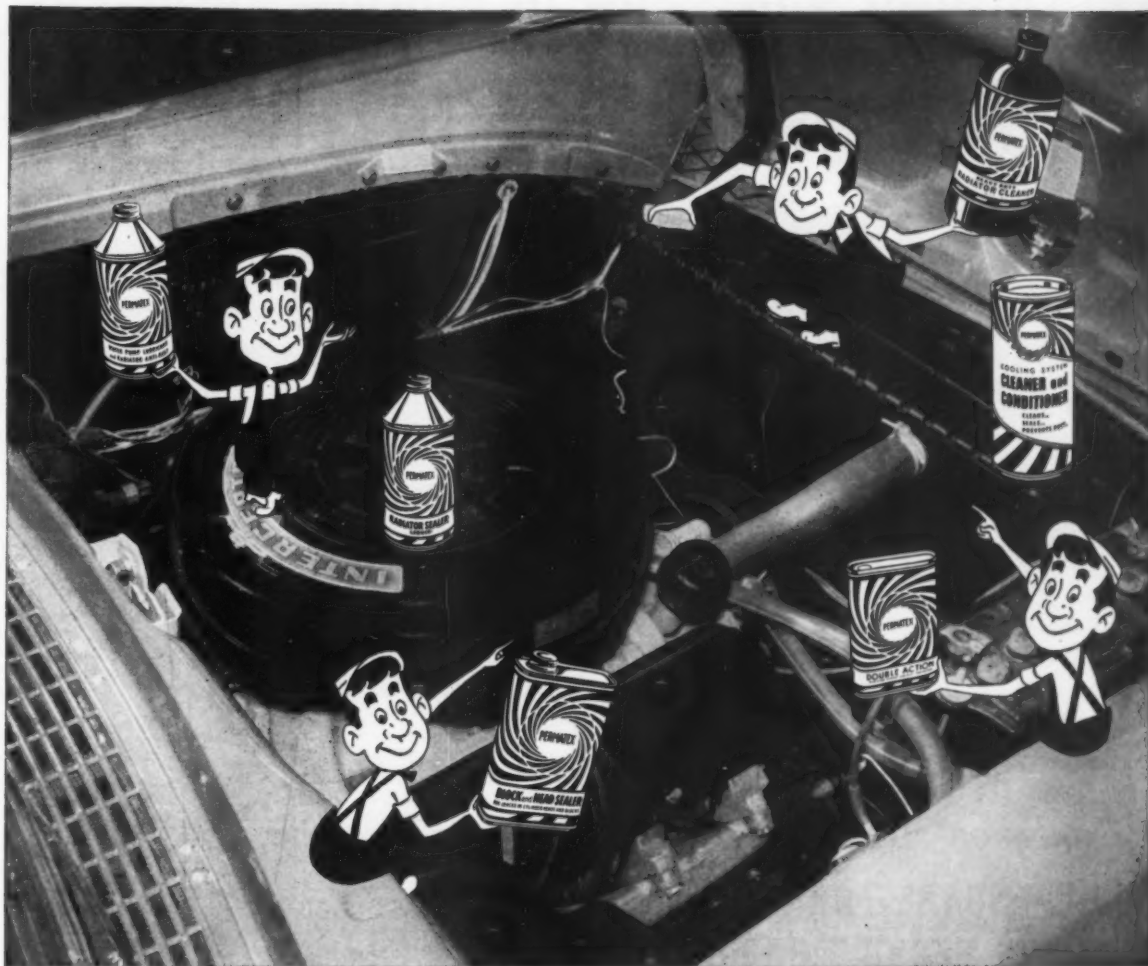
**BONDO DIVISION, JAYCEE CHEMICAL CORP., NORTHFORD, CONNECTICUT**

SOUTHERN AUTOMOTIVE JOURNAL is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Co. Executive and Editorial Offices: 806 Peachtree St., N. E., Atlanta 8, Ga. Entered as second-class matter at the Post Office, Dalton, Ga. Subscription Rates: United States and Possessions, \$1.50 per year; Canada and Foreign Countries, \$10.00 per year.

**Volume 39**

**Number 9**

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.



## WHATEVER A COOLING SYSTEM NEEDS... A PERMATEX PRODUCT FITS IT BEST

Radiator to water pump to water jacket . . . cooling systems can be headaches . . . and Permatex provides the aspirin. From major leak sealers like Block and Head Sealer to rust preventives like Water Pump Lubricant and Radiator Anti-Rust . . . Permatex has tailored the *exactly* right product to make the job easy and profitable. *Be prepared* with these Permatex products: DOUBLE ACTION RADIATOR CEMENT . . . HEAVY DUTY RADIATOR CLEANER . . . WATER PUMP LUBRICANT & RADIATOR ANTI-RUST . . . BLOCK AND HEAD SEALER . . . RADIATOR SEALER (liquid) . . . COOLING SYSTEM CLEANER AND CONDITIONER.

Send for your copy of the Permatex Catalog . . . which tells you how and where to use every member of this famous automotive chemical family. Ask your jobber or write us.



# PERMATEX

COMPANY, INC.

300 Broadway, Huntington Station, L. I., N. Y.

Factories: Brooklyn 35, N. Y. • Kansas City 15, Kan.

SEALING COMPOUNDS • POLISHES AND CLEANERS • RADIATOR PRODUCTS • SERVICE OILS AND FLUIDS • SERVICE AND REPAIR PRODUCTS

SOUTHERN AUTOMOTIVE JOURNAL for September 1959

Want more facts? Use Reader Service Card Page 133

1

# Everything you need in engine additives FROM YOUR CASITE DISTRIBUTOR



## CASITE'S 3-ZONE ENGINE PROTECTION

*Tested, proved protection and correction  
for the 3 vital areas of car performance*



## ONE DEPENDABLE BRAND ONE QUICK SERVICE SOURCE... GIVES YOU BIGGER SALES & PROFITS

Concentrate your selling efforts on this *one* performance-proved brand, and you become a "3-Zone Engine Protection" specialist. By prescribing a *specific* Casite product for each specific engine problem, you can "peg" engine troubles with the *correct* treatment for each complaint. With these practical and time-saving tune-up, corrective, and trouble preventing Casite additives you attract and hold more car owners—gain their respect and confidence—and get a bigger share of *all* their automotive purchases.

### **CASITE'S** guaranteed performance attracts and holds new customers!

Casite's new improved Tune-Up; new 3-C crankcase additive; and Smooth-Seal for automatic transmissions were developed and perfected by experienced specialists in motor engineering and motor maintenance. That's why Casite and Hastings backs you and your customers with this unqualified warranty: *Results* guaranteed, or double-your-money-back!

**Sell all 3...** to reduce friction, to keep car engines and automatic transmissions clean and at peak operating efficiency.

### **Faster sales . . . with smaller investment!**

A complete stock of the new Casite additives—everything you need for Casite's 3-Zone "prescription service"—costs you only \$22.56! The special Tri-Pack case includes 8 cans of improved Casite Tune-Up, 8 cans of new Casite 3-C heavy duty crankcase concentrate, and 8 cans of new Casite "Smooth-Seal" for automatic transmissions. List price of the 24 cans is \$37.60, your profit is \$15.04 . . . a healthy return on your original \$22.56 investment!

### **It's easy to keep your Casite stock balanced according to individual product demand!**

Your Casite Distributor has complete 24-can cases of each individual product, as well as Tri-Packs. If sales are stronger on one product you can order it alone. If all sell equally well, re-order Tri-Pack. You need never miss a sale. You have *one* convincing sales story . . . with products of proved value. Casite's complete 3-Zone Engine Protection takes the confusion out of additive selling. It's the hottest, best profit-making sales story in the entire additive industry!

**Call your Casite Distributor today!**

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 39

SEPTEMBER 1959

No. 9

## Contents

We Moved to Suburbia .....	65
Dealer Survey: Same Gross \$\$ from '60's? .....	67
What the '60 Crystal Ball Shows .....	68
Brake Jobs Don't Brake Your Profit .....	69
Garage Blueprint: Designed for Shop Growth .....	70
Quick Job-Order Reference .....	72
Ford's Falcon .....	73
Scope Ends "Ifs" .....	74
\$18,000 a Year in Overhauls .....	75
Too Much "Distribution"—Not Enough Customers? .....	76
Service ALL Filters .....	82
Simplified Tester for the Plugs .....	85
Body Shop: Installing Headlining .....	86

## DEPARTMENTS

News Spotlights .....	5	Shop Talk .....	100
Automotive Markets .....	7	Nutbuster Letter .....	106
News Briefs .....	9	New Products and	
Southern Jobbers .....	78	Catalogs .....	137
1959 Specifications .....	92, 94	Time Savers .....	156

**WILLIAM C. HERBERT**, Editor  
**HARRISON D. WATTS, III**, Associate Editor  
**E. M. LOWERY**, Technical Editor **C. W. DOOLEY**, Assistant Editor  
**BARON CREAGER**, Southwestern Editor  
 (Suite 208, 6131 Luther Lane, Dallas 25, Texas)  
**A. F. ROBERTS**, Business Manager  
**R. E. YARBROUGH, JR.**, Advertising Manager  
**H. REDFERN HOLLINS**, Circulation Director  
**J. A. MOODY**, Production Manager

### Business Representatives

Chicago: R. K. McCONNELL, 333 N. Mich. Blvd. Tel. CEntral 6-6964, New York: HUGH M. TOOMEY, Room 610, 7 E. 42nd St., Tel. MUrray Hill 2-4959, Detroit and Cleveland: W. C. SUREMAN, 17021 Amber Drive, Cleveland 11, Ohio, Tel. Winton 1-1306, Los Angeles: WARREN R. CHRISTIAN, P. O. Box 39711, Griffith Station, Los Angeles 39, Tel. HOLlywood 2-1133, San Francisco: FRED JAMESON, 821 Edinburg St., San Mateo, Calif. Tel. DIAMond 3-8806, Gastonia, N. C.: W. C. RUTLAND, P. O. Box 102, Tel. UNIVERSITY 7-7995, Cohasset, Mass.: J. D. PARSONS, 39 Atlantic Avenue, Tel. EVERgreen 3-0712, Dallas: BARON CREAGER, Suite 208, 6131 Luther Lane, Tel. EMERson 1-6521.

Member of Audit Bureau of Circulations  
 Member of National Business Publications, Inc.

SUBSCRIPTION: \$1.50 a year or \$3.00 for three years.  
 Foreign \$10.00.

Published monthly by  
**W. R. C. SMITH PUBLISHING COMPANY**  
 Atlanta, Ga., and Dalton, Ga.  
 Editorial and Business Offices  
 806 Peachtree Street, N. E., Atlanta 8, Ga.

Publishers also of  
 ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE  
 SOUTHERN BUILDING SUPPLIES SOUTHERN POWER & INDUSTRY  
 SOUTHERN FARM EQUIPMENT

WILLIAM J. ROOKE, Chairman of Board; RICHARD P. SMITH, President and Treasurer; E. W. O'BRIEN, A. E. C. SMITH, JOHN C. COOK, A. F. ROBERTS and FRANK P. BELL, Vice Presidents; SEBA J. JONES, Secretary.

Copyright 1959, W. R. C. Smith Publishing Co., Atlanta, Ga.

SOUTHERN AUTOMOTIVE JOURNAL for September 1959



in  
safety  
equipment  
the  
answer  
is

# Anthes

...and the NEW FP Flare  
is setting sales records!

Introduced this year, the FP (Flare Perfection) is now the toast-of-the-trade with many thousands of units already delivered, and with orders pouring in like a Mississippi flood . . . Why? . . . Because the FP answers the demand for a reflector flare of TOP quality and LOW cost . . . All metal parts plated, wind resistant base and brilliant lens. Unit folds flat . . . Fully approved—and does it sell!



For a complete SELLING line  
the answer is **Anthes** too . . .

- FLAGS
- FLARES
- FUSEES
- LIGHTS
- MIRRORS
- REFLECTORS
- FIRE EXTINGUISHERS

For full particulars and complete automotive catalog write

**Anthes** The First Line  
of Safety  
**FORT MADISON, IOWA**

Want more facts? Use Reader Service Card Page 133

3



Attractive, convenient new packaging in complete range of sizes to suit every requirement in the automotive field.

# DL HANDI-CLEANER

## NEW AND BETTER THAN EVER



\*Patent 2789737

### DL DISPENSER

... Fool-Proof — Trouble-Free! **USE ANYWHERE**  
... placed in isolated spots where water is not readily available saves on many time consuming trips to washroom to clean hands! Easy to operate  
... one pull of the lever gives amount needed ... every time. No messy refilling ... to refill, insert 5 lb. DL can ... and throw away when empty!

- NEW HAND CLEANING EFFICIENCY!
- NEW CONTAINERS! NEW CONVENIENCES!

THE *Original* CREAM TYPE WATERLESS HAND CLEANER

**USED WITH OR WITHOUT WATER**

**NOW** ... "OUT-DATES" and "OUT-CLEANS" all other liquid or powdered soaps or conventional hand cleaners in the automotive field!

### CLEANS HANDS CLEANER, FASTER...

... with or without water! Dissolves and lifts out dirt. Instantly removes tenacious soils and stains conventional hand cleaners can't touch. Contains no abrasives!

### KEEPS HANDS IN GOOD "WORKING" CONDITION...

... contains Lanolin and other skin conditioners to keep hands soft, prevent dryness and chapping. Hexachlorophene gives antiseptic protection to open cuts and bruises. USED REGULARLY WILL PREVENT FORMATION OF INGRAINED GRIME.

**WRITE FOR FREE TRIAL SUPPLY**

**DL PRODUCTS, INC. Dept. SAJ-9-12**

47-63 East Market St., Buffalo 4, N. Y.

NAME

COMPANY

ADDRESS

CITY  STATE

# DL

DL PRODUCTS, INC. BUFFALO 4, N. Y.



## Automotive **SPOTLIGHT**

September 1959

Is another rise coming in prices of parts? If the steel union--and later the aluminum union--gets the sought-after raise involved in the current negotiations, a higher price level would appear inevitable. Meanwhile, one thing is sure: the business of parts wholesalers, gross-dollar-wise, is flying higher than ever (see page 170).

A boom's impending in new-car sales, too. If you want to be as happy as a boy with a pocketful of dimes surrounded by ice cream stands, just talk--as have SAJ editors--with the top sales executives of the car factories. They're talking boomier and boomier as debut time for the sleek '60's approaches next month. Some say, in confidential fashion, the new market may top the 1955 record--maybe 7,000,000 cars, counting domestic and imported.

"Cold light" appears in the '60's. EL light will illuminate the pointers and dials of Chryslers and Imperials. It involves using a.c. with phosphor to produce a soft light which offers no interference to the driver's sight at night. The name for this Sylvania product is electroluminescence. (Now turn around and try to spell it!) An idea of how this is employed appears on page 15.

How well will Ford Motor Credit Co. do? Veteran Ford company dealers said in interviews they doubted they would be quick to change money pipelines, unless, like GMAC, there should be offered a slight financial advantage in rates. Some independent finance companies have maintained that, over-all, their deals were as advantageous as any on the market. Ford's re-entry into one of the most highly competitive businesses in the country will be interesting, dealers admitted, but a goodly number felt that their ties with their car supplier were as numerous now as they desired. Congress has deferred until next year any action on a proposal to run car factories out of the finance end of the business.

A bigger bite's coming--social security chewing, that is. In addition to several Southern states, including the Carolinas, where withholding for state income taxes begins Jan. 1, there's to be additional withholding for the federal social security program. You'll snip out three per cent on the first \$4,800 of an employe's wages in place of the present two and a half per cent. Management will match the amount, as usual. The tax rate on self-employed persons will move up from three and three quarter per cent to four and a half per cent.

Will the 13" tires on the compacts yield far greater mileage? Tire manufacturers often have become breathless in hurrying to tell how much more service can be expected out of some new casing. Every now and then one wistfully hints at 100,000-mile tires around the corner. Walter D. Baldwin, vice president for original equipment automotive sales of United States Rubber Co., says the 13 inchers on the Chevrolet Corvair will give "50% better tread wear than is normally experienced on large cars." A carefully-executed test of original equipment tires on one model car several years ago found the mileage far below the manufacturer's claims. It's become routine for car owners to find similar experiences with their new cars.

Garagemen are piling on membership strength. New state groups were created in the Carolinas last month during a field campaign directed by Executive Director Ralph H. James of Tulsa. Membership may have climbed from 5,000 to 6,000 by the time of the fifth annual convention in Atlanta next July 7-9, it appeared.

In billiards

**CONTROL**

is imperative!



and in cars,  
trucks, and tractors

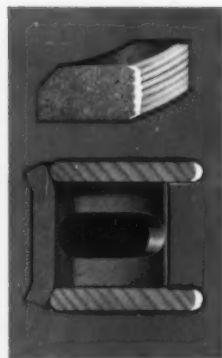
**OIL CONTROL**

is imperative!

## Sealed Power KromeX piston ring sets with stainless steel oil rings

*control oil!*

In just two short years *the* stainless steel oil ring has won acceptance with mechanics and car manufacturers. It comes in fast, controls oil even under high vacuum conditions or in tapered and out-of-round bores.



### Just one of the reasons why

They seat instantly. Here you see cross-section views of both the top compression ring and the stainless steel oil ring. Both the face of the compression ring and the side rails of the oil ring are chrome-plated for long life.

The chrome facing on the top compression ring is factory-lapped for quick seating. This lapping process is the equivalent of several hundreds of miles of actual engine operation.

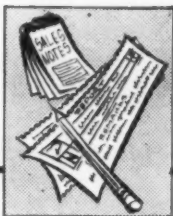
The steel side rails of the oil ring are heavily chromed to reduce friction and impart long, efficient life. A special factory-applied finish assures immediate seating. The chrome facing has microscopic pockets which hold oil and forms a perfect seal with the bore.



SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

## Sealed Power KromeX Ring Sets

INSIST ON THE BEST... WHY SETTLE FOR LESS



## Automotive MARKETS

### Dealer Profit Edges UP

**F**RANCHISED car dealers continued their upward trend, profitwise, the second quarter of this year, the National Automobile Dealers Association's business management survey showed last month.

Second-quarter earnings pushed the operating profit average to 2% of sales at the end of June—from 1.2% reported for the first quarter. Both figures were before any provision for federal taxes.

Said the NADA report:

"Heartening, also, was the wider distribution of earnings. Only one dealer in eight (12%) failed to show some profit. This was in sharp contrast to the same period last year, when 46% of all dealers were showing red figures, and many of the losses were extremely heavy.

"Wash-out gross from combined new- and used-car sales averaged \$398 per new unit sold and 9.5% of sales. These figures reflected very little change from the first quarter or the same period last year.

"Because expenses did not rise in proportion to the increase in sales, car absorption (the ratio of wash-out gross less selling expenses to fix overhead) was up to 49.6% from 44.5% in the first quarter, 33.5% in all of 1958, and 32.4% at the same time last year."

New passenger cars in stock on June 30 averaged 23.9 per dealer, for an estimated total of 884,000.

Used vehicle stocks averaged 28.2 per dealer, and represented a 33.2 days' supply at the current rate of sales.

Total investment in the business (net worth on the dealer's statement) averaged \$125,740 per dealer on June 30.

Said NADA:

"Following the notable improvement in the dealers' profit position in the first six months, the second half poses all the uncertainties which have come to be traditional in this business, plus some extra problems which are entirely new.

"Since the beginning of NADA's operating surveys in 1950, only in one year, 1958, have the dealers been able, collectively, to maintain or better their first-half profit ratio through the balance of the year. That was accomplished last year, through more careful planning, cooperation and a better understanding of their mutual problems, and is a tribute to both the manufacturers and dealers. It should not be too much to hope that this year there will be that same mutual determination to move through the clean-up period in an orderly and profitable fashion.

"From the thousands of reports received in the survey, it was evident that those who profited most from the upturn in business were the ones whose operating costs were held well in line with the increased volume. Regardless of all other problems, this is one point where the dealer still exercises full control. Whatever the conditions may be ahead, all past experience points to a vigorous and determined control of expenses as the number one objective."

#### "Genuine" Part Law Hit By AP Parts in Kansas

**T**HE "genuine" part has cropped up in Kansas legislation and brought this news release last

month from Motor and Equipment Manufacturers Association, New York:

"Prompt and effective action in the courts has been taken by an association member to meet a

problem which periodically arises to plague motor and equipment manufacturers—the concept of the so-called 'genuine' part as a standard.

"The legislature of Kansas enacted a statute, effective Aug. 1, 1959, which provides in part:

'Any replacement for any muffler must in all respects be equivalent to the muffler that was the original equipment when such motor vehicle was delivered new from the factory.'

"Each muffler manufacturer is required by the Kansas State Highway Commission to certify by affidavit that his mufflers meet the statutory requirements. The AP Parts Corp. (Toledo, O.), a major manufacturer of mufflers, moved to prevent enforcement of the new statute. A temporary restraining order was obtained from the U. S. district court barring the state highway commission from enforcing the order against AP wholesalers and dealers, pending a ruling on constitutionality of the act.

"The company's complaint was based on the provision of the law which would set up the original equipment muffler as 'genuine' and legal without regard to how it was made or how much noise might result from its use. On the other hand, it would be unlawful to replace the original with a muffler that might be superior in quality or design.

"AP Parts Corp. Vice President T. O. Ulmer pointed out that original equipment mufflers reflect a particular manufacturer's thinking based on a number of factors—personal preference as to design, material, performance, tone, sales appeal and cost. They should not be regarded as any sort of an objective 'standard.'

"Acceptance of the original piece of equipment as 'genuine,' coupled with a requirement that replacement parts must be 'in all respects equivalent' is dangerous for all parts manufacturers. MEMA members in other states should be alert to the pitfalls of such thinking, and should be prepared to oppose . . ."

# "no hold-ups ever,"

*says Miss Plastik*

All three Plastik autobody fillers J4, J7 and J10 are PERFORMANCE GUARANTEED for your protection. They never hold-up you or your work, thanks to their consistent drying time. This lets you plan your shop work better for greater profits. So get with it, Podnuh, get Plastik . . . PERFORMANCE GUARANTEED.



Another Plastik First. Snap-on View Pack holds hardeners always ready for use.



Write today for free booklet



**Unican**  
plastics co., inc.

Main Offices and Plant  
Shrewsbury, Mass., U. S. A.

West Coast Plant, Unican Pacific Corp., 1346 West 15th St., Long Beach, Calif.  
Canadian Plant, Unican Plastics (Canadian) LTD, 241 Dube Ave., Montreal East PQ.



## Automotive

# NEWS BRIEFS



D. Lynn Churchwell (shown here) has been appointed sales manager of Ernest Holmes Co., Chattanooga, Tenn., succeeding the late Gary F. Davis. A native of Missouri, Churchwell for the past 22 years has been representative for the company in North Carolina, Virginia, Maryland, Delaware and parts of West Virginia. In his new capacity, he will direct activities of 16 field representatives, in addition to being responsible for sales and distribution in this country and for all export business. Churchwell, well known in the Southeast, has maintained his home at his estate at Lone Fountain, near Staunton, Va.

JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31

## Looking Ahead

### DEALERS

- Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village, Gilbertsville.
- Oct. 11-13—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.
- Oct. 18-20—Annual convention of Florida Automobile Dealers Association, Robert Meyer Hotel, Jacksonville.
- Oct. 25-26—Annual convention of Oklahoma Automobile Dealers Association, Hotel Tulsa, Tulsa.
- Oct. 31-Nov. 2—Annual convention of Texas Independent Automobile Dealers Association, Hilton Hotel, San Antonio.
- Nov. 15-17—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 21-23—Annual convention of Arkansas Automobile Dealers Association, Hotel Arlington, Hot Springs.

Jan. 17-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach, Fla.

Jan. 30-Feb. 3—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.

Feb. 14-15—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

Feb. 17—Annual business-legislative meeting of South Carolina Automobile Dealers Association, Hotel Wade Hampton, Columbia.

May 5-6—Annual combined conventions of Kansas Motor Car Dealers Association and Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City, Mo.

May 10-12—Annual convention of Georgia Automobile Dealers Association, British Colonial Hotel, Nassau, B.W.I.

May 13-14—Annual convention of South Carolina Automobile Dealers Association, Francis Marion Hotel, Charleston.

Jan. 28-Feb. 1, 1961—Annual convention of National Automobile Dealers Association, San Francisco.

Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

### GARAGEMEN

March 25-27—Spring convention of Independent Garagemen's Association of Texas, Dallas.

July 7-9—Fifth annual convention of Independent Garage Owners of America, Dinkler Plaza Hotel, Atlanta, Ga.

### WHOLESALE

Sept. 14-15—Annual convention of Kentucky Automotive Wholesalers Association, Phoenix Hotel, Lexington.

Oct. 14-15—Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Poinsett Hotel, Greenville, S. C.

Oct. 16-17—Annual convention of Automotive Wholesalers Association of Louisiana, Capitol House, Baton Rouge.

Oct. 20—Regional meeting of Automotive Service Industry Association, Biltmore Hotel, Atlanta, Ga.

Oct. 21-24—Annual convention and booth conference of Automotive Wholesalers of Texas, Adolphus Hotel, Dallas.

Nov. 2-5—Annual convention and conference of The Automotive

Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Nov. 6—Regional meeting of Automotive Service Industry Association, Muehlebach Hotel, Kansas City, Mo.

Nov. 12-14—Annual convention of Florida Automotive Wholesalers Association, Soreno Hotel, St. Petersburg.

Nov. 18-19—First annual convention of South Carolina Automotive Wholesalers Association, Hotel Wade Hampton, Columbia.

Dec. 4-11—Annual meeting and manufacturers-distributors conference of Automotive Electric Association, Edgewater Beach Hotel, Chicago.

Feb. 7-9—Officers' meeting of Automotive Affiliated Representatives, Manhattan Hotel, New York.

Feb. 9—Automotive Affiliated Representatives breakfast meeting, Astor Hotel, New York.

Feb. 10-13—Automotive Service Industry Show, Coliseum, New York City, preceded by the first annual convention of Automotive Service Industry Association at Carnegie Hall.

March 24-27—Southwest Automotive Show, Automobile Building, Dallas, Texas.

June 1-4—Annual convention of Automotive Engine Rebuilders Association, Netherland-Hilton Hotel, Cincinnati.

### GENERAL

Oct. 5-7—Annual convention and exhibit of Truck Body and Equipment Association, Sherman Hotel Chicago.

Oct. 28-30—12th annual convention and trade show of Automotive Parts Rebuilders Association, Roosevelt Hotel, New Orleans.

Jan. 25-28—33rd annual Automotive Accessories Manufacturers Association exposition, Navy Pier, Chicago.

Oct. 5-7, 1960—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.

Oct. 15-23, 1960—National automobile show, Cobo Hall, Detroit.

## 69-Day Service Tie-Up Ends in St. Louis

A FIVE-YEAR contract offered by the Greater St. Louis automobile dealers was accepted by a vote of 451 to 265 by the Machinists union to end a 69-day strike that shut down service and parts departments of 88 dealerships.

The Teamsters union, an ally in the strike, was also affected.



## Key to Repeat Sales

The successful close of a deal? Sure, but you can make it more than that. You can make it the beginning of a long and happy association that will lead to profitable repeat business. How? First, sell him on yourself and your personal interest in him. Then sell him the right car—a car he can afford. And sell him on the right terms—terms that he can handle. Advise a reasonable down payment and a balance that doesn't stretch out any longer than necessary. Your help with the financing and the wise use of Associates Pleasant Purchase Plan will help build customer confidence. He'll be a satisfied customer . . . and he'll come back. Ask the man from Associates for full details.



*The Old Sage says...*

"Aim for the long range benefits of repeat sales by serving all your customer's needs . . . including financing."



ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



**James P. Falvey**, board chairman of The Electric Auto-Lite Co., Toledo, O., has been chosen deputy assistant secretary of defense. In that post, Falvey will assist the assistant secretary of defense for supply and logistics, Perkins McGuire, who is responsible for areas of transportation, supply, communications, petroleum, procurement, production, planning and requirements and small business.

## Tennessee Dealers Plan Regional Meetings

**D**ATES and locations for six fall regional dinner meetings, to be held by the Tennessee Automotive Association, are:

Tuesday, Nov. 10, John Sevier Hotel, Johnson City; Wednesday, Nov. 11, Andrew Johnson Hotel, Knoxville; Thursday, Nov. 12, Pat-ten Hotel, Chattanooga; Tuesday, Nov. 17, Peabody Hotel, Memphis; Wednesday, Nov. 18, New Southern Hotel, Jackson, and Thursday, Nov. 19, Noel Hotel, Nashville. All meetings will be held at 6:30 p.m.

## McNeily of Warner Dies

Robert M. McNeily, vice president of Warner-Patterson Co., died last month. He had been in charge of Warner sales for the past 14 years and was also company treasurer and a director.

## Brash Dies in Apalachicola

Mannie Brash, 58, Apalachicola, Fla., Ford dealer, died recently as a result of a heart attack. He had been associated with Ford since 1924.

## Luxury Car Sales Hold Their Own

**C**ARS in the Chrysler and Imperial class are more than holding their own in share of total sales, according to E. M. "Bill" Braden, general sales manager of the Chrysler and Imperial Division.

The executive told a meeting of Southeastern dealers last month in Atlanta, Ga., that deliveries of Imperials to customers in the Atlanta region during July of this year were up 73.1% over July 1958. Retail deliveries of Chryslers were up 16% this July over a year ago, he said.

Automotive sales continue to exceed expectations, particularly in the Atlanta region, Braden said, adding that all current indications are that Imperial will end the year with its second-best sales record in history.

## Long Dies in Danville, Va.

Clifton Raglington Long, Sr., 60, owner of Long Auto Sales in Danville, Va., died recently following a heart attack. Long was formerly a partner in Crowell-Long Ford Co.

## Renault '59 Sales Top '58

Renault dealers throughout the United States sold 49,377 cars in the first seven months of this year, some 2,000 more than were sold in all of 1958, according to Jack C. Kent, general sales manager of Renault, Inc. Total sales for the first seven months of last year were 21,581, Kent said, while sales for the full year were 47,232.

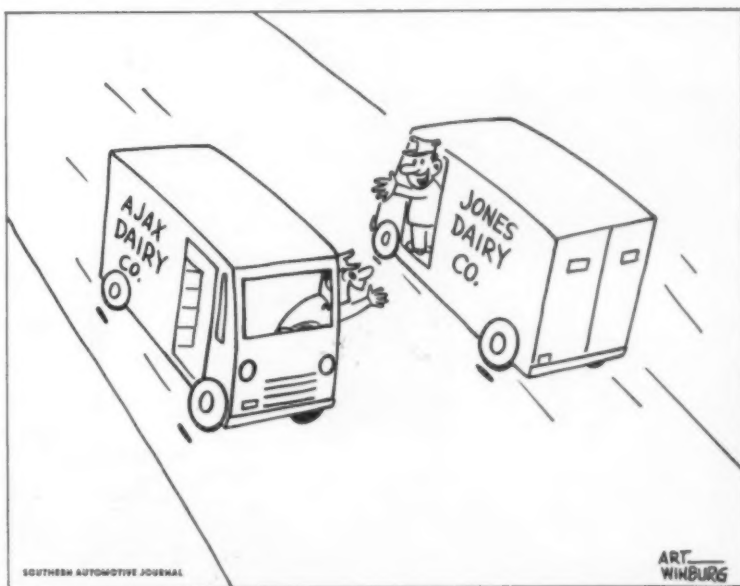
## Crum Dies in Orangeburg

W. C. "Bill" Crum, 69, retired Orangeburg, S. C., automobile dealer, died suddenly at his summer home in Saluda, N. C., last month. With his brother, G. Milton, Crum operated Crum Brothers Buick agency in Orangeburg for 42 years until his retirement several years ago.

## Tom Little of Arkansas Dies

Tom A. Little, 62, of Blytheville, Ark., one of Mississippi County's first automobile dealers, died last month. Little was said to have been instrumental in the organization of the Arkansas Automobile Dealers Association and was formerly a director.

"Mool"



NEW TODAY...DESIGNED FOR TOMORROW...TO GIVE YOUR CUSTOMERS

# EXPRESSWAY PERFORMANCE!



## ALEMITE

### THE ONLY COMPLETE LINE OF SERVICE EQUIPMENT!

- Deluxe lubricant pumps and drains
- Overhead hose reels
- Electronic wheel balancer
- New Cross-Sight Aligner
- Spray-Kleen Car Wash System

Dept. AW-99, 1850 Diversey Parkway, Chicago 14, Illinois

Only Alemite offers you a complete, dependable source for all your modern service equipment needs. Alemite equipment not only gives you faster, longer-lasting service. It is backed by unmatched protection in writing. *Only Alemite offers:* (1) a 27-month "Sealed-in Air Motor" warranty... (2) a 12-month Equipment Warranty... (3) a 12-month warranty on high-pressure hose! And Alemite maintains 484 service centers coast-to-coast, to give prompt attention to any maintenance or repair problem.

Symbol of  
**SW**  
Excellence

**ALEMITE**  
DIVISION  
**STEWART-WARNER**  
CORPORATION





Promotions in the Dodge sales organization, announced by General Sales Manager John B. Naughton, elevated E. J. Newton (top) to Southern area sales manager at Atlanta, Ga., and H. J. Johnson (above) to Eastern area sales manager with headquarters in New York. New Detroit regional sales manager, J. F. Walters, was formerly assistant regional manager and assistant zone manager at Atlanta. N. K. Harris, now Pittsburgh regional sales manager, had been St. Louis assistant regional manager since January this year. R. E. Bauer, promoted to the national business management staff in Detroit, was formerly regional sales manager at Memphis. R. S. Swain, who succeeds Bauer at Memphis, had been, since Feb. 1, 1953, new-truck manager of the Southern area in Atlanta.

## Chevrolet Offers Trade Red-Carpet Treatment

A NEW department of owner relations, designed not to sell new customers but to keep the old ones—happy, that is—has been created by Chevrolet.

General Sales Manager K. E. Stanley said establishment of the department "is official recognition of our broad and continuing

responsibilities to the more than 16,000,000 Chevrolet owners in the United States today. We must be vitally interested not only in satisfying our customers as they purchase our products, but also during the entire ownership of the vehicle."

Heading the new department will be M. W. Worden, 38, who has had 14 years experience with Chevrolet, including assistant national sales promotion manager and most recently manager of the national business management department.

He will hold informal meetings with selected groups of owners in key locations around the country. Also planned is the establishment of letter contact with at least 1,000 carefully selected owners all over the country. Their opinions will be solicited regularly.

Other methods which Worden will use to find out what Chevrolet owners like and don't like will include periodic meetings of a forward development board, composed of dealers and Chevrolet sales officials at every wholesale and retail level. Once each board finishes its sessions, the membership will be dissolved. When it convenes again, it will have all new members from different parts of the country.

For years General Motors has queried millions of car owners on car likes and dislikes.

## Air-Conditioning Body Adopts Insignia

A CIRCULAR insignia of blue and gold denoting membership in the Automotive Air-Conditioning Manufacturers' Association, which endorses quality products, is now being displayed by the 13 leading manufacturers of complete refrigerated systems.

The association meets every two months to discuss common problems for the protection of the buyer of independently made automobile air conditioners. Its governing body consists of an executive committee, presently chairmanned by H. Dale Jordan of the Frigiquip Corp., Oklahoma City, one of the organizers of the group four years ago.

Other committee members are S. R. Hollingsworth of John E.



L. H. Koenig (top) has been named manager of Chrysler Corp.'s Atlanta (Ga.) parts plant, succeeding Wally T. Hein (above), who retired Aug. 31 after 26 years with Chrysler. Koenig joined the company in 1954 and for the last two years has been manager of pre-inventory and change control—central procurement at the divisional headquarters near Detroit. The Atlanta plant serves dealers in Florida, Georgia, Alabama, Mississippi, South Carolina, Tennessee and parts of North Carolina and Louisiana.

Mitchell Co., Dallas, Texas; D. A. Brown of A. R. A. Mfg. Co., Grand Prairie, Texas, and Bert J. Mitchell of Frigikar Corp., Dallas.

Association members are: A. R. A. Mfg. Co.; The Cartrol Corp. of Kansas City, Mo.; Clardy Air-Conditioning Co. of Fort Worth, Texas; Capitol Refrigeration, Inc., of Dallas, Texas; Climatic Air of Dallas; The Forston Co. of Houston, Texas; Frigikar Corp.; Frigiquip Corp.; International Auto Air-Conditioning, Inc., Fort Lauderdale, Fla.; Lindustries, Inc., Fort Worth; John E. Mitchell Co.; Parkomat Mfg. Co., Inc., Dallas, and Eaton Mfg. Co., Cleveland, O.



**TOP PROFIT MAKER** In the past twelve months garages and dealers in the Southeastern states made the astounding profit of more than *two million dollars* installing Rogers Remanufactured Engines. Ask your Rogers distributor to show you how you can have better satisfied customers and show profits exceeding \$100 per day on each installation of Rogers Dynamometer-Tested Remanufactured Engines.

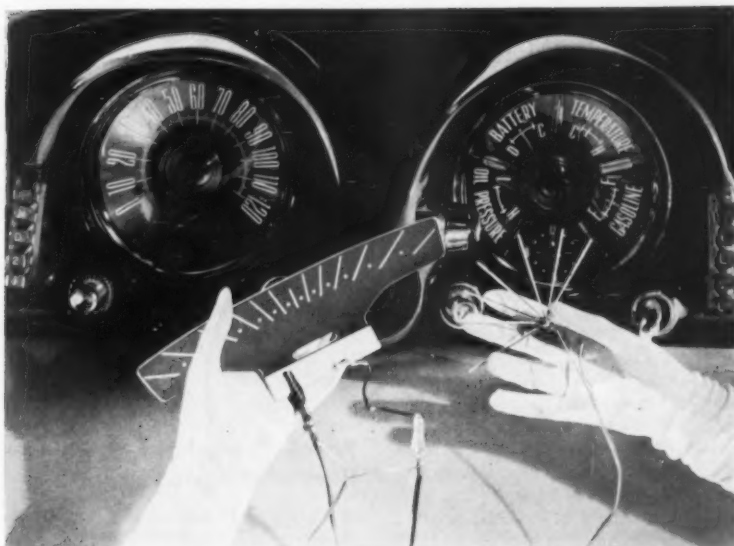


Asso. member IGOA

**ROGERS**  
Remanufactured  
**ENGINES**

*The Finest Replacement Engine You Can Buy*

**YOUR REPUTATION RIDES WITH THE ENGINES YOU INSTALL**



These hands hold EL lamp and EL pointers similar to the ones used in the 1960 Imperial instrument panel in background. EL lamp at left shows simplicity of wire attachment. Only line-and-dot light shows through plastic masking overlay applied to lamp's surface. Pointers at right are individually wired for illumination. 1960 Imperial instrument panels will use 21 EL lamps and pointers, while 1960 Chrysler will employ 15 in its panel.

## New No-Glare, Long-Lasting Light Illuminates Chrysler-Imperial Dash

**T**HE instrument clusters of 1960 Chrysler and Imperial cars will be illuminated by a new no-glare light source which lasts ten times longer than the conventional incandescent light bulb, it was announced Sept. 8.

The innovation is called electroluminescent lighting—EL for short. It is produced by sending electricity through phosphor. In its automotive application, the new light is called Panelescent lighting.

R. M. Rodger, chief engineer of the Chrysler and Imperial Division, said the big advantage of EL to the driver is that it reduces eye strain in night driving.

"We have found this to be true in many thousands of miles of night road-testing," Rodger said. "EL is a low level light source, yet highly visible at night. There is less eye adjustment when the driver looks from the road to the instrument cluster and back to the road."

Rodger added that in engineering light meter tests, at the same level of readability, the new EL panel reduced glare by 500% over the old incandescent-type instrument panel.

The announcement coincided with presentation of a technical paper on the joint development by engineers of Chrysler and Sylvania Electric Products, Inc., at the national meeting of the Illuminating Engineering Society in San Francisco. The EL lamps are manufactured by Sylvania at Salem, Mass.

In 1960 Chrysler and Imperial clusters, two types of EL lamps will be used. The numerals and letters on the speedometer, odometer, fuel, amperage, oil and temperature gauges and radio dials will be backlit by flat, wafer-thin EL lamps that produce a blue-green light.

Moving across the dial faces will be flowing pointers in contrasting colors, to give the driver the infor-

mation he wants at a glance. Both the pointers and flat pieces are EL lamps. They contain phosphor which, when excited by electricity, produces a soft, pleasing, highly visible glow.

EL lamps are virtually unbreakable. They can be dropped on the floor and stepped on without damage. Their life expectancy for maximum light output exceeds 10,000 hours, in contrast to the 300- to 1,000-hour life of a typical auto electric bulb. An EL lamp never burns out suddenly. At 40,000 hours, the lamp produces 25 to 50% of its original output.

The 1960 Chrysler instrument panel's unique three-dimensional design was made possible because of the new EL light source. A transparent half-sphere, satin-finished in brushed aluminum, is centered beneath steering wheel. Four strips of aluminum rise from within the sphere to form engine indicators—oil, generator, temperature and fuel. EL pointers and a variety of numerals and letters are backlit by some small EL panel lights.

Sylvania engineers said the new lighting could be used for automobile ceilings, floor lights and license plates.

## South Carolina Garagemen Elect Greenville

**L**ewis Allison of Lewis Allison's Garage, Greenville, was elected president at the organizational meeting of the Independent Garage Owners of South Carolina at Columbia Aug. 15-16.

Claud Powell of Columbia was elected vice president, Athell Yon of Charleston was named secretary-treasurer and Henry D. Rentz of Charleston was chosen representative to the IGOA.

Powell is president of the new Columbia unit also.

At meetings at Florence and Spartanburg, S. C., it was decided to work toward creating units and at Rock Hill, S. C., the new group chose Ernest Benton of City Garage, Rock Hill, president; R. O. Alexander of York, vice-president, and John Simpson of Rock Hill, secretary-treasurer.

IGOA Executive Director Ralph H. James of Tulsa attended the meetings.



James C. Moore, executive vice president of the National Automobile Dealers Association, will mark his third appearance as a featured speaker before the Oklahoma Automobile Dealers Association when that body convenes in Tulsa Oct. 25-26. The York, S. C., native moved to Washington, D. C., in 1937 and received his law degree from Columbus University School of Law there in 1942. He joined the NADA staff in 1942 and for years had been general counsel.

## GM Vice Presidents Assume New Duties

AMONG General Motors organization changes Sept. 1, which elevated Sherrod E. Skinner and Cyrus R. Osborn to executive vice presidencies—bringing GM's number of executive vice presidents to four—and designated new responsibilities to several executives, were:

Louis C. Goad, executive vice president and member of the board of directors and of GM's finance, executive and administration committees, will have jurisdiction over all general staff activities of the corporation. These include distribution, engineering, manufacturing, personnel, process development, public relations, research and styling.

Skinner succeeds Goad in charge of the automotive, body and assembly and parts divisions. He has been vice president in charge of the accessory group since 1951 and is a board member and member of the executive and administration committees.

Osborn will have jurisdiction over the engine divisions, the Dayton, household appliance and Electromotive group and the over-

seas and Canadian group. He has been vice president in charge of the engine group since 1950.

## Virginians Will Hear NADA President

HERBERT L. Galles of Albuquerque, N. M., president of the National Automobile Dealers Association, will deliver the keynote address at the Monday morning session of the annual convention of the Automotive Trade Association of Virginia to be held at the John Marshall Hotel in Richmond Oct. 11-13.

Other speakers that day will include Dave Reese, an Oldsmobile dealer of Drexel Hill, Pa., who will handle a work shop on "Profit" at the afternoon session, and Warren King of *Life* magazine. Dr. Karl Winters, well-known Chicago minister, will be the banquet speaker Monday night.

Dr. Herbert True of Notre Dame University will open the Tuesday morning session with a discussion on motivation and creative thinking.

The convention will close with an address by an outstanding news analyst at the Tuesday luncheon. Other highlights will include a Smorgasbord dinner at the hotel and an open house party sponsored by Universal Underwriters.

## Falcon Soon to Include Variety of Models

A 21-CITY closed-circuit television circuit out of Dearborn revealed in the first press conference of its kind Sept. 2 that the 90hp Falcon will include a pickup, station wagon and business coupe models between now and spring.

Various Ford Motor Co. executives replied to questions shot from around the nation on a closed audio circuit combined with television.

Ford Division Manager James O. Wright said that 100,000 Falcons probably will have been manufactured by the end of this year. No appreciable problem should arise in the Falcon's competition with standard American cars of recent vintage, it was said.

The Falcon will give about 50% more mileage—30mpg—than the Rambler and about 30% better than the Rambler American, they

claimed.

Air conditioning will be available early in '60 on the Falcon.

The company does not plan to change the new economy car as extensively in future years as was found necessary in the company's regular cars, Wright, formerly of Norfolk, Va., reported.

The Falcon's interior compares in size with the '54 and '55 Fords and in weight with the Model A, Ford executives said.

The Falcon's gasoline tank top forms part of the trunk floor, saving six pounds of weight, and the intake manifold was cast as part of the cylinder head, they said.

## Frank Pohanka, Sr., Dies in Capital

FRANK S. Pohanka, Sr., 68, president of Pohanka Service, Inc., Washington, D. C.'s oldest Oldsmobile agency, died last month at Washington Sanitarium in Takoma Park, Md.

A former jockey, Pohanka moved to Washington in 1916 as service manager for the Chevrolet Division of General Motors, a position he held until he opened his dealership in 1919. A Chevrolet agency in the beginning, the firm changed to Oldsmobile in 1923 and celebrated its 40th anniversary last April.

## Chevrolet Promotes Heidel

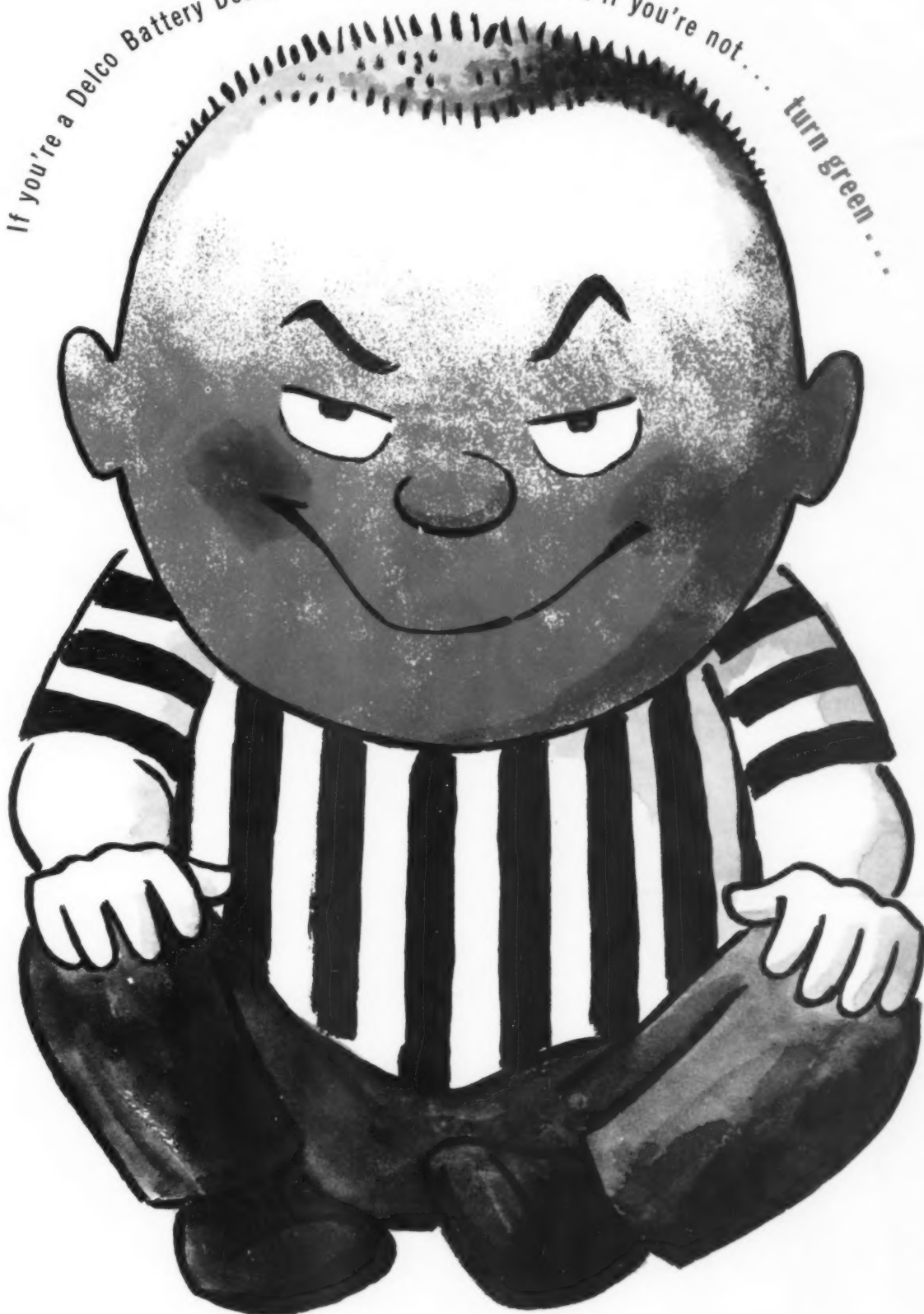
F. C. Heidel has been promoted to national manager of the Chevrolet business manager department, succeeding M. W. Worden, recently named head of the division's new owner relations department. A University of Missouri graduate, Heidel joined the company as a district manager in 1947. He was regional business manager of the midwest region at Kansas City before taking over his central office position as assistant in the business management department two years ago.

## Mississippi Dealer Is Killed

Voyt Williams, Jr., 28, Jackson, Miss., foreign-car dealer, was killed last month when his car crashed into a moving freight train at a North Jackson crossing.

(More News Briefs on page 176)

If you're a Delco Battery Dealer ... turn the page ... if you're not ... turn green ...



Green with envy or  
green with profit . . .

the choice is yours. If you choose  
Delco you automatically get the  
support of the biggest promotion

ever put behind a battery  
and, brother, that spells profits . . .  
profits that other dealers  
only dream about!



. . . and, you other dealers

**TAKE  
ADVERTISING  
SUPPORT:**



Delco offers you the best in the business. Art Carney starts this fall to sell Delco batteries on NBC television. It's a brand new show that'll line up Delco customers by the millions. This is in addition to Delco's big-space four-color ads in the nation's top magazines—Life, Look and Post. You can hear the cash register ring already.

**TAKE  
POINT-OF-SALE  
MATERIAL:**



Exciting displays, tie-in signs and banners, valuable premiums, you haven't seen anything like it unless you sell Delco batteries. It's all 100% fresh, and it's all tied in with Delco advertising. If you don't have selling aids like these, you have every right to turn green.

**TAKE  
THE DELCO  
DC-12:**



It's original equipment on nearly half the cars on the road. It gives customers the power and satisfaction they want. It gives dealers a tremendous presold market. Only Delco dealers know what a pile of profit that can mean! This, of course, is just a small part of the complete support behind Delco, but doesn't it make you glad you're a Delco dealer?

are sure to turn

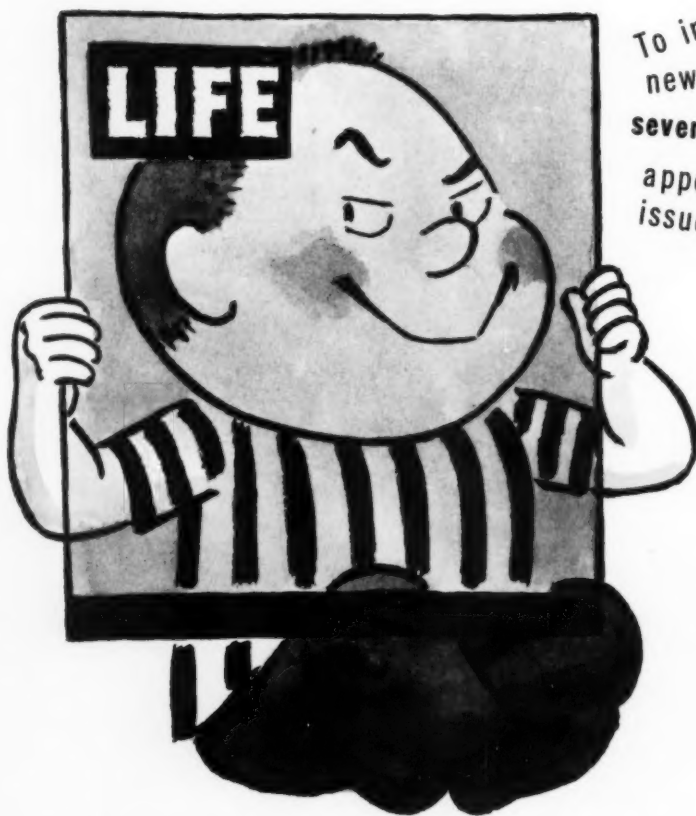


green

when you turn the page!



# DELCO "TAKES OVER" LIFE FOR DELCO DEALERS



To introduce the  
new DC-12, Delco has  
**seven big full-color ads**  
appearing in the September 21  
issue of LIFE!

Never before have battery dealers had such concentrated selling power working for them. Each ad in this one issue will be seen by 28,000,000 people! This is over and above Delco's regular advertising schedule in The Saturday Evening Post, Look and Life magazines! This is the kind of solid selling support that all Delco dealers count on and profit by. Be sure to see it September 21 in LIFE . . . your customers will! Don't Just Sit There Looking GREEN . . . There's enough for everybody! Call your Delco Battery supplier right now and get in on the "long green" that comes naturally to dealers who handle Delco!

QUALITY BUILT BY DELCO-REMY — DISTRIBUTED NATIONALLY THROUGH



GENERAL MOTORS STARTS WITH DELCO BATTERIES

# WARNER-FALL 1959

# Free Deal

## 20% extra profit

### FOR DEALERS!

Limited Offer—Expires Sept. 30, 1959

Buy 48 cans (4 cases) of any Warner Radiator and Cooling System Products—you get FREE 12 cans (1 case) of Warner Liquid Solder (non-metallic, deposits tiny fibers).

## IT WORKS LIKE THIS:

### Example:

	Dealer Cost	Retail Price
<b>Dealer Orders</b> 48 cans Warner Products	60¢ each . . . \$28.80	\$1.00 each— <b>\$48.00</b>
<b>Dealer Gets FREE</b> 12 cans Warner Liquid Solder	NOTHING! IT'S FREE!	\$1.00 each— <b>\$12.00</b>

Dealer Pays only \$28.80 and gets back \$60.00

*That's the regular 40% profit PLUS 20% bonus profit!*



## The Facts on your bonus profit item WARNER LIQUID SOLDER

It's non-metallic, deposits tiny fibers to repair leaks . . . guaranteed to circulate freely through the smallest tubes in modern auto-radiators and heaters . . . effectively seals leaks in pressurized systems . . . seals leaks at once and gives full protection . . . works with all types of anti-freeze . . . harmless to any metal or rubber in the cooling system.

Nationally Advertised in **POST** and **LIFE**

## WARNER-PATTERSON COMPANY

### GENERAL OFFICES:

600 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

### WAREHOUSES:

Chicago • Cleveland • Dallas • Los Angeles • Atlanta • Newark  
Memphis • Kansas City • Minneapolis • Tulsa • Houston

In Canada: Warner-Patterson Co. Ltd., Toronto, Ont.

## WARNER PRODUCTS FOR AUTOMOBILE RADIATORS AND COOLING SYSTEMS

- Warner Liquid Solder (Non-Metallic—Deposits Tiny Fibers) . . . . . \$1.00
- Warner Protector and Water Pump Lubricant . . . . . \$1.00
- Warner Speed Flush . . . . . \$1.00
- Warner Heavy Duty Cooling System Cleaner . . . . . \$1.50
- Warner Block Repair—Heavy Duty Sealer . . . . . \$1.50



## DO YOU REALLY SAVE ON "BARGAIN" LININGS?

Whatever you save, you can't afford it! Too many accidents are caused by "bargain" replacement brake linings that didn't hold, bought because *the price was right*; bought in good faith for quality that wasn't there. With brake linings, as with everything else, you get only what you pay for.

**The driver couldn't know**, and neither could you, that those cut-rate linings were made by a manufacturer whose principal concern was a quick profit. The driver couldn't know about the poor materials that went into their making, about the lack of adequate equipment and the absence of quality control. He wouldn't suspect because the fellow who turns them out makes sure these cheap linings look almost exactly like the

quality brand-name products made by reputable manufacturers.

**They resemble quality linings closely** . . . so closely, in fact, that only an experienced brake lining engineer could spot the difference on sight. But the difference is there, you can be sure, and it lies in poor quality of materials and workmanship. It can easily be the difference between a dead stop and a stop-dead! These "bargain" linings can be sold at a very attractive price because they cost practically nothing to make! And when it comes to dependability and safety on the road, that's what they're worth—practically nothing.

*Good brake linings cost a little more to make, but they're cheap measured by the lives they save!*

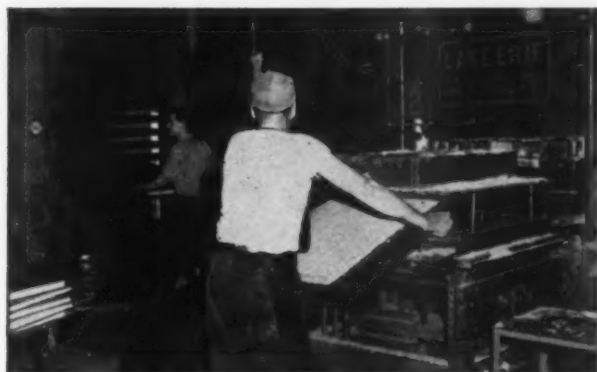
There's only one way to be *sure* that the linings you sell or install aren't responsible for an accident like the one shown here. That one sure way is this—handle only brand-name replacement brake linings of quality, such as those made by Bendix or one of the other *reputable* manufacturers.

**When choosing replacement linings, remember this:** Automobile and truck manufacturers go to great lengths to protect their customers by installing only brake linings made by responsible people. And, because Bendix has so satisfied these manufacturers, our linings are used on more new vehicles than any other brand.



It takes more than  
a bucket  
and a kitchen stove  
to manufacture  
quality brake lining

FULLY CONTROLLED PRODUCTION of the various resins required for high-temperature-resistant friction materials is obtained through these resin reaction kettles. Bendix is one of the few lining manufacturers making its own resins—an important factor in maintaining quality control of raw materials.



HUGE HYDRAULIC PRESSES are further examples of the modern equipment at Bendix-Eclipse. Used for transforming dry mix briquettes into molded linings.



A MODERN BRAKE LINING PLANT utilizes modern equipment—like this conveyORIZED brake lining cure oven at Bendix-Eclipse—to help assure the kind of product that means long lining life and top performance.



BRAKE "FADE" is a sure sign of lining weakness. To guard against it, one Bendix-Eclipse test puts the lining through a series of "panic" stops at high speeds. Excessive fade renders that lining unsuitable for market.

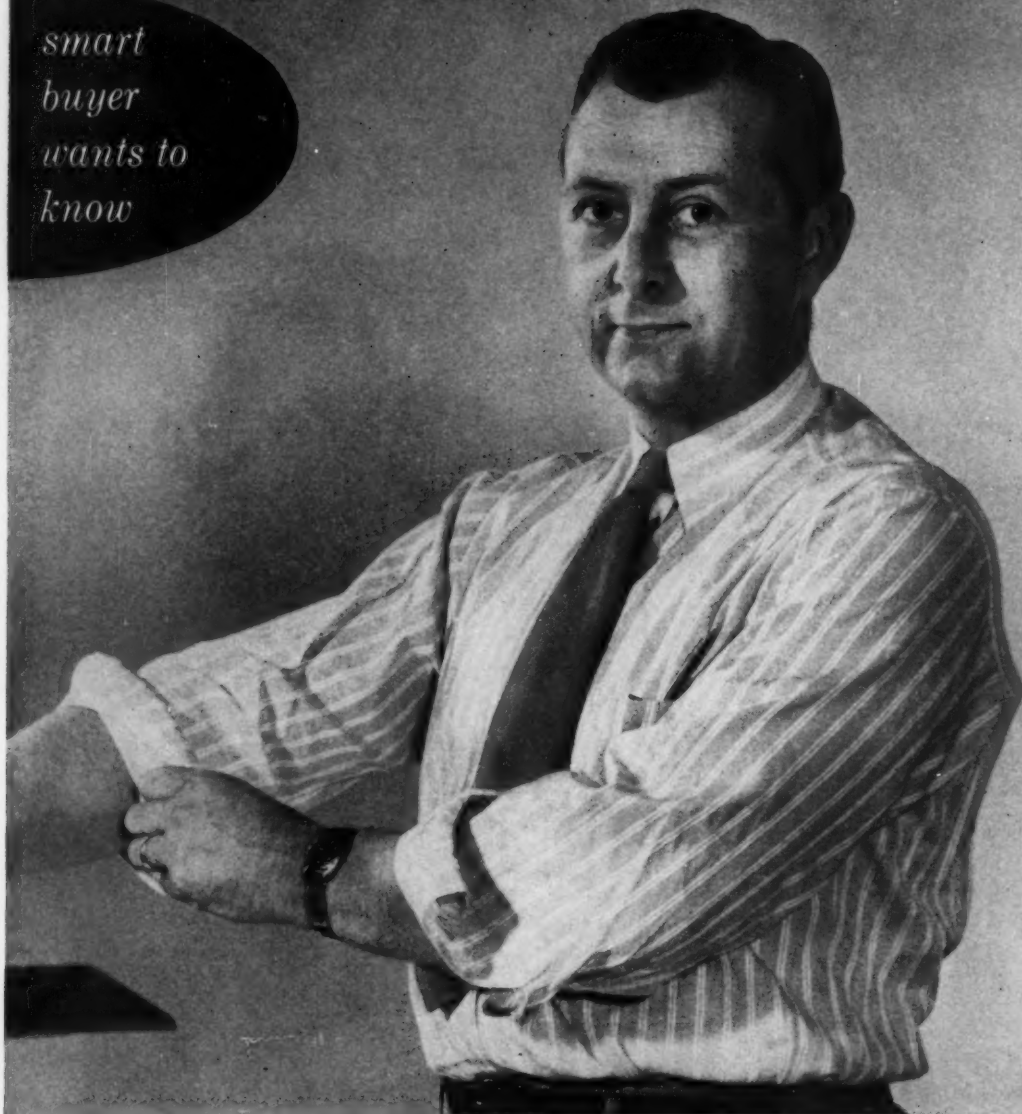
## BENDIX-ECLIPSE

Marshall-Eclipse Division

Troy, New York



smart  
buyer  
wants to  
know



## "Stock Yankee mirrors? What's in it for me?"

Money! And plenty of it! *Yankee* mirrors sell...and sell on sight! In fact 3,000,000 of the beautiful "PACESETTER" mirrors have already been sold. Why? Because *Yankee*, with its sparkling blue-white chrome and unequalled styling, is the brand your customers recognize...the only auto mirror nationally advertised in the *Saturday Evening Post*.

And because *Yankee* mirrors are built to last, every mirror in the line carries *Yankee's* famous "Life-of-the-Car" guarantee printed right on the box... your guarantee of a satisfied customer.

Want more proof—and more profits? See your *Yankee* Representative or write today.



YANKEE METAL PRODUCTS CORPORATION, NORWALK, CONNECTICUT

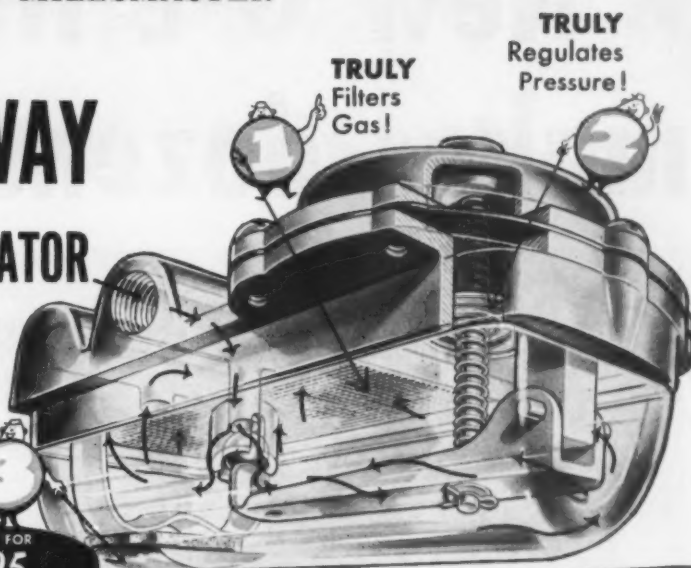
Increase **PROFITS** . . . Build Customer **GOODWILL**  
 . . . with Nationally Advertised **MILESMASTER**

# TRUE 3 WAY FUEL PRESSURE REGULATOR

**TRULY** Traps  
Metallic  
Impurities!

- ✓ PREVENTS VAPOR LOCK
- ✓ SAVES UP TO 20% ON GAS
- ✓ PREVENTS FLOODING AND STALLING
- ✓ PREVENTS ROUGH IDLING
- ✓ PREVENTS JERKY ACCELERATION
- ✓ PROVIDES SMOOTH PERFORMANCE AT ALL SPEEDS

SELLS FOR  
\$695  
LIST



NOW AVAILABLE

FOR EUROPEAN CARS

**THE NEW MILESMASTER 1.5**

VOLKSWAGEN • RENAULT • ENGLISH FORD • METROPOLITAN etc.

More and more automotive engineering authorities are recommending the use of true fuel pressure regulators. That's why it pays to sell the nationally advertised leader in true fuel pressure regulators . . . MILESMASTER!

Our popular TRUTH Pamphlet is now available free for your mailings and counter display. Mail coupon for details and free copy!

## ANOTHER SCOOP! NEW REDIFIT KITS!

This New FUEL LINE FITTINGS and PARTS KIT SAVES 50% ON FITTINGS  
 SAVES MORE ON TIME! GET STYRENE CASE FREE!

Now you never need lose a sale because you don't have fittings in stock. Here are all the fittings you need for all popular makes and models . . . no more wasting time looking for fittings. Each fitting immediately identified by letter, ready for instant use . . . packed in a durable, clear styrene plastic case. A complete Kit priced at less than half what you would normally pay for fittings alone. Mail coupon for Index and Data Sheet!

For Fleets • Car Dealers • Service Stations • Garages



# MILESMASTER

3 IN 1

MILESMASTER, INC.  
 Dept. 18, 1550 E. 74th Place  
 Chicago 19, Illinois

- ☐ Send sample TRUTH Pamphlet and details on how I can get a supply for my use.
- ☐ Send details on specially priced RediFit Kits.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_

Copyright 1959 461 F

# New G-E HELPEROO makes dozens of your

• HANG IT  
• HOLD IT  
• HAND IT

A PAIR OF  
HELPEROOS  
**FREE**  
...with a case of 12  
**G-E SUBURBAN  
HEADLAMPS**

The right size to hold practically all your  
forms (6 3/4" x 10")  
Rugged waterproof fiberboard

 **Suburban** HEADLAMPS

BUY A PAIR TODAY...SEE BETTER AGAINST ONCOMING CARS TONIGHT

**OR**



Instead of Helperoos, get this display and window streamer FREE with a carton of 12 G-E SUBURBAN Headlamps. They help sell two headlamps at a time!

# speeds up paper work daily chores easier...



## WHEN YOU HANG THE HELPEROO!

• near the phone • in the lube room  
• on the desk

- it keeps customer jobs in sequence
- it clips messages together
- it holds lubrication, pre-order, and other forms
- it keeps work assignments in order
- it holds customer receipts



## WHEN YOU HOLD THE HELPEROO!

• in their hand • on their lap  
• on their knee

- it's easier to write up customer orders
- take inventory quickly
- assign work orders
- approve work orders
- record gasoline gallonage
- safety-check customers' cars



## WHEN YOU HAND THE HELPEROO!

• to customers in their cars

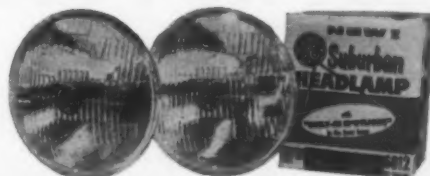
- they authorize service orders
- sign credit card receipts and charge memos—  
quickly  
comfortably  
legibly

## ONLY G-E SUBURBAN Headlamps Offer Low Beam Filament On Focus

Until now, all headlamp makers put the upper beam filament on focus to put more light further down the road. But today's increased nighttime traffic has made the low beam much more important. So now General Electric SUBURBAN Headlamps have the *low beam filament* on focus to provide a "spotlight" effect that puts more light down the *right* side of the road.

The exclusive on focus low beam filament of General Electric SUBURBAN Headlamps gives drivers of 2-headlamp cars virtually the same low beam advantages now available in brand new cars with 4-headlamp systems (whose low beam filaments are also on focus). Put a pair in your own car today—you'll want to tell your customers about the improved light.

General Electric SUBURBAN Headlamps will be advertised in October and November in Saturday Evening Post, Look and Popular Mechanics.

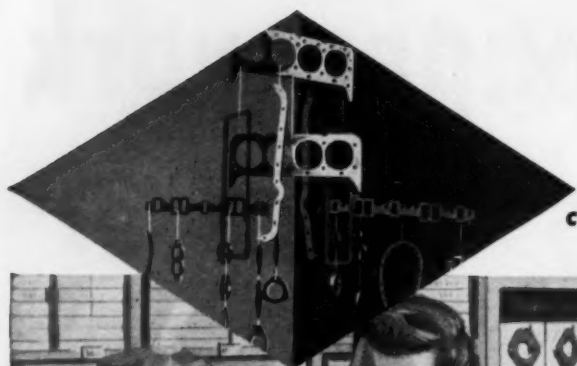


**DON'T MISS OUT!** Get a pair of Helperoos free with each case of 12 G-E SUBURBAN Headlamps. Contact your General Electric SUBURBAN Headlamp supplier today.

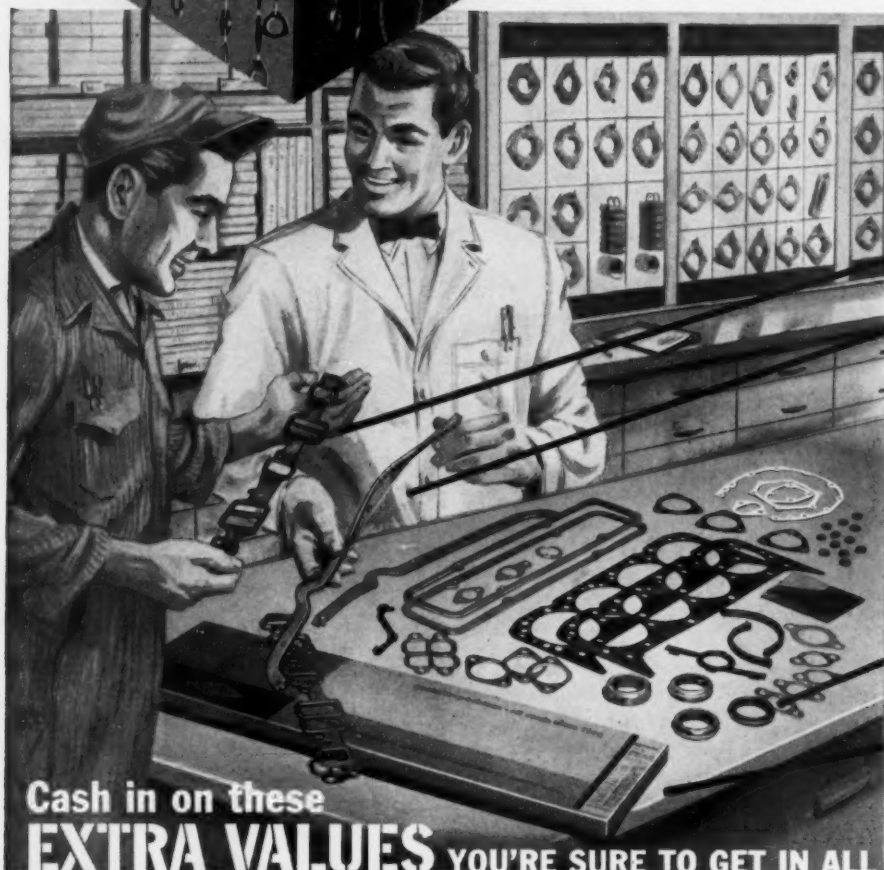
General Electric Co., Miniature Lamp Dept. M-906, Nela Park, Cleveland 12, Ohio.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



call for Fel-Pro Full Gasket Sets  
and you're sure to get these



## 6 EXTRA VALUES

- 1 Manifold gaskets in all head and full sets — to do the job right!
- 2 Exclusive Fel-Coid, Shrink resistant oil pan gaskets — to do the job quicker; seal better.
- 3 Experienced engineering based on Fel-Pro's years of supplying original equipment gaskets to one of the Big 3 Car Factories!
- 4 Precision made, utilizing over 40 years experience.
- 5 Engine Seals in all sets where desirable.
- 6 Packaging that really protects and keeps gaskets Factory Fresh, easy to install.

# Cash in on these EXTRA VALUES YOU'RE SURE TO GET IN ALL FEL-PRO FULL GASKET SETS

433RR

There's only one reason for calling for a complete gasket set...and that's to be sure you get every gasket needed to correctly re-gasket the engine! And the one sure way to be certain of getting *fully complete* sets is to call for Fel-Pro Full Gasket Sets. They're always *fully complete* — even down to the manifold gaskets. Engine Seals in all sets where desirable. Ends all temptation to violate the money-making, time-

saving, comeback-stopping, rule that says... always renew gaskets, never reuse old gaskets! Do as the man in the picture is doing, ask your Fel-Pro Jobber to prove Fel-Pro's extra completeness...its 6 Extra Values. Ask him to open up a Fel-Pro Full Gasket Set and spread out the contents on the counter. You name the set...your Fel-Pro Jobber's got it and will be glad to show it.

*Serving the sealing needs of cars, trucks, buses, tractors,  
small engines and industrial engines... since 1918*

# FEL-PRO

FELT PRODUCTS MFG. CO., SKOKIE, ILLINOIS, CHICAGO CUBURB

# Here's Where Car Owners Meet the N·A·P·A "Parade of Parts"



This illustration will be seen by millions of car-owners in another four-page advertisement in the October 3rd issue of The Saturday Evening Post, telling how shops and N·A·P·A Jobbers *work together* to give faster service, and the *finest* in parts, on vehicles of all makes, models and ages.

Your N·A·P·A Jobber is part of the longest-established, nation-wide distributing system in the parts business. He stocks the most complete group of nationally advertised parts, supplies and equipment available from one source;

is backed by one of N·A·P·A's 45 Warehouses. The N·A·P·A "Parade of Parts" leads the way, year after year, to *more profitable* business for shops concentrating their buying with the N·A·P·A Jobber. To judge what this sign and this service can mean to *your* business, see the following pages. For a deeper insight, talk to your N·A·P·A Jobber.

The N·A·P·A "Parade of Parts" continues

National Automotive Parts Association, Chicago, in behalf of the thousands of independent

## N·A·P·A JOBBERS

who supply the automotive repair trade from coast-to-coast with these—and many other—nationally advertised brands of quality automotive parts and supplies.

# N.A.P.A.

# "Parade

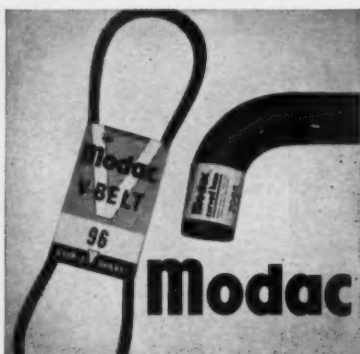
*nationally advertised brands of genuine quality for*



## Safe Brakes Avoid Heartbreaks

Give your customers safe brakes with Puritan Super 60. No other brake fluid withstands the high temperatures of modern braking systems better. Guarantee your customers safe stops. Install Puritan Super 60, the most dependable brake fluid on the market today. Meets or exceeds SAE specifications 70R3 and 70R1.

OLIN MATHIESON CHEMICAL CORPORATION  
BALTIMORE 3, MARYLAND



## Modac V-Belts and Hoses

Modac V-Belts and Hoses give your customers top protection against costly breakdowns and annoying delays. They are made of finest materials, insuring long, dependable service . . . are custom-engineered for easy installation and perfect fit. This is why Modac Products will make more satisfied customers for you.

NATIONAL PRODUCTS, INC.  
DENVER, COLO.



## Choice of Car Factory Engineers

The advantages which the Thomson "HP" Thermostat brings to all *pressurized cooling systems*, are confirmed by its choice by most car factory engineers. The reverse-acting, tight-sealing poppet valve and thermal actuating unit introduced by Thomson become more widely used every year. For *other* systems use the Thomson Electro-Fused bellows-type.

STANDARD-THOMSON CORPORATION  
BOSTON, MASSACHUSETTS



## Sells Best—Stays Sold

You can service more cars with smaller stocks of American Brakeblok because it's *FRIC-TIONEERED* for power or standard brakes. Same lining as used in many top new cars. Protects your reputation for better jobs. Call your N·A·P·A Jobber.

AMERICAN BRAKEBLOK DIVISION  
BIRMINGHAM, MICHIGAN



## B\*K Pressure Caps

Don't gamble your customers' anti-freeze in a radiator sealed by a worn-out pressure cap. Be sure to check cap condition when you winterize each car, putting in a reliable B\*K Pressure Cap if a replacement is needed.

B\*K SERVICE PRODUCTS  
INDIANAPOLIS, INDIANA



## WEATHERHEAD THE QUALITY LINE

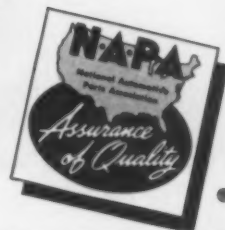
Your N·A·P·A Jobber—one source for a complete line of brass fittings, drain cocks . . . air brake fitting and hose assemblies . . . power steering hose, brake hose, fuel lines . . . and push-pull controls . . . the Original Equipment line.

THE WEATHERHEAD COMPANY  
FORT WAYNE, INDIANA

NAPA "PARADE OF PARTS" (continues)

**Your N·A·P·A Jobber Is**

# of Parts"



**CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



## Soundmaster Salesmaker

This  
Soundmaster sign  
can make  
sales for you.

DE KOVEN MANUFACTURING COMPANY  
RACINE, WISCONSIN



## Making Fine Gears Since 1919

Whether for car or truck, your N.A.P.A. Jobber has the most complete line of standard transmission and overdrive parts in the replacement field. His quality line of Dittmer Gears, Shafts and Overdrive Parts are truly "Second to None."

DITTMER GEAR DIVISION  
AUBURN, INDIANA



## Perfect Spot Repair

with Martin Senour's New Versatile Acrylic

- All 1960 colors now available.
- Maximum color retention, lasts years without fading.
- Dries rapidly to a high gloss with deep color beauty.
- Blends in uniformly with original car finishes.

MARTIN SENOUR, 2500 SOUTH SENOUR AVENUE  
CHICAGO 8, ILLINOIS



## Sell New Car Performance

No tune-up job is complete unless the Contacts, Condenser, Coil, Distributor Cap, Rotor and Voltage Regulator are thoroughly checked and replaced when needed. Please your customers and pocket the profits—install these ECHLIN Quality Parts every time!

ECHLIN MANUFACTURING COMPANY  
BRANFORD, CONNECTICUT



## Precision Is the Key

The rigid demands of today's high-powered engines can't be compromised. Now, more than ever, replacing engine parts is a job that requires precision parts. So rely on nationally advertised parts you know... Allied. Each meets the industry's highest standards for both material and precision.

ALLIED AUTOMOTIVE PARTS COMPANY  
INDIANAPOLIS, INDIANA



## MicroTest Transmission Parts

More than 500 new numbers have been added to the MicroTest line of automatic transmission parts—which already had been the most complete in the industry. Coverage in both kits and individual parts for all makes.

MICROTEST GEAR COMPANY  
INDIANAPOLIS, INDIANA

**a Good Man to KNOW!**

NAPA "PARADE OF PARTS" (continues)

# N.A.P.A.

# "Parade

*nationally advertised brands of genuine quality for*



## New Carpet Design Contour Mats

Prospect Rubber now offers new carpet design rubber mats for all late model cars. These are custom-molded for accurate fit, with Prospect's famous built in "Contour" feature. The rich, lush carpet pattern has the appearance of fine carpeting, yet these mats are made for long wear and hard service. Packaged in the popular flat carton with the flip-top lid.

PROSPECT RUBBER COMPANY  
CLEVELAND, OHIO



## MAC'S-IT KIT

... consists of a pint of cleaner and a 4 oz. can of tough durable glaze that will protect your car's finish from scratches and weather oxidation for over a year ... Try it and you too will say—"DON'T WAX IT, MAC'S IT!"

MAC'S SUPER GLOSS CO., INC.  
LOS ANGELES, CALIFORNIA



## TUNG-SOL® Flashers

World's leading line of signal and warning flashers—choice of every auto manufacturer in America for original equipment—includes flashers for replacement in all American and foreign cars, as well as HEAVY DUTY models for trucks, buses or other rugged-service applications.

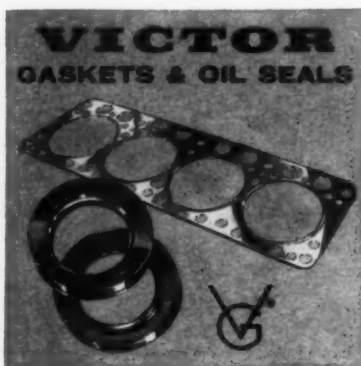
TUNG-SOL ELECTRIC INC.  
NEWARK, NEW JERSEY



## Complaint, Cure and Method

It's all here in one *working* manual ... how to perform adjustments on every American-made automatic transmission—as well as preventive maintenance procedure. Fully illustrated, completely detailed, it's available from all N·A·P·A Jobbers.

MICROTEST GEAR COMPANY  
INDIANAPOLIS, INDIANA



## You're Right with VICTOR

Use Victor gaskets and oil seals and you're always assured of the right replacement part ... the right fit ... and the right performance. That's why most service shops prefer Victor sealing. It's the leading original equipment brand for cars, trucks, tractors.

VICTOR MANUFACTURING & GASKET CO.  
P. O. BOX 1333 CHICAGO 90, ILLINOIS



## Streamlined for Simplified Stocking

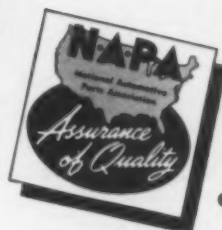
The new Trico RB-12 Rainbow Wiper Blade is designed for faster service ... simplified stocking. This one number with the exclusive Trico 3-position sweep selector replaces 5 types and sizes. The multiple connector fits all three Wiper Arms found on over 33,000,000 registered vehicles from 1946 to 1957.

TRICO PRODUCTS CORPORATION  
BUFFALO 3, NEW YORK

NAPA "PARADE OF PARTS" (continues)

**Your N·A·P·A Jobber Is**

# of Parts"



**CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



## Dana Products

Just as practically all vehicle makers depend on DANA-made Products, you can depend on Spicer and "Mechanics-Type" Universal Joint Kits; Spicer Transmissions; Spicer Power Take-Offs and Joints, and Monmouth Clutch Plates.

**DANA CORPORATION**  
TOLEDO 1, OHIO



## Famous Hand Tools

A complete Line of top-quality, professional Tools—including the great new Automatic Transmission Tools that open up this money-making service for you. New Britain Tools are engineered to handle all of today's repairs and services—faster for you.

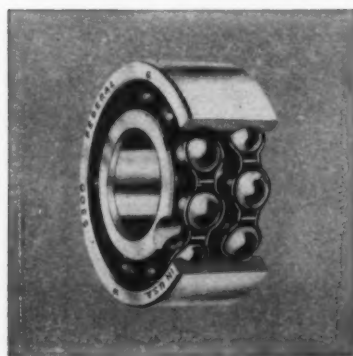
**THE NEW BRITAIN MACHINE COMPANY**  
NEW BRITAIN, CONNECTICUT



## MicroTest Timing Gears

For maximum performance for Heavy Duty Engine overhauls—replace Timing Gears in SETS—ask your N.A.P.A. Jobber for Micro Test Gear Sets with Factory Preset BACKLASH.

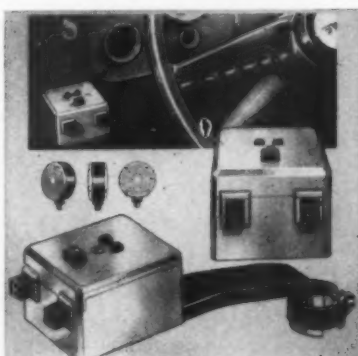
**MICROTEST TIMING GEARS**  
CLEVELAND, OHIO



## Federal Ball Bearings

Most complete ball bearing line for the automotive industry. Used as *original equipment* on millions of vehicles by leading manufacturers. Chosen by repairmen as the ideal replacement bearing. *Federal Ball Bearings* are dependable—backed by the dependable source of supply—your N.A.P.A. Jobber.

**THE FEDERAL BEARINGS CO., INC.**  
POUGHKEEPSIE, NEW YORK



## New Type Switch Gains Acceptance

Visalls' 628 Push Button Switch Proves itself in performance and efficiency. Operates turn signals, provides four-way flashing and stop light control. Dash or steering column mounting. Lifetime guarantee against signal switch trouble. For use with Visalls' Class A and competitive turn signals.

**VEHICLE PRODUCTS COMPANY**  
CINCINNATI, OHIO



## Safe—Sure—Wires and Cables for

... STARTING  
... LIGHTING  
... IGNITION

**BELDEN MANUFACTURING COMPANY**  
CHICAGO, ILLINOIS

**a Good Man to KNOW!**

NAPA "PARADE OF PARTS" (continues)

# N.A.P.A.

# "Parade

*nationally advertised brands of genuine quality for*



## Garage Exhaust Hose

You needn't fuss with unwieldy hose lengths to handle exhaust fumes in the shop. New Balkamp Exhaust Hose comes in 10-foot lengths, complete with quick couplers, so you can set up in seconds for any number of cars, in any car position.

**BALKAMP, INC.**  
INDIANAPOLIS, INDIANA



## Last Longer

Because Soundmaster has more corrosion protection inside and outside.

**DE KOVEN MANUFACTURING COMPANY**  
RACINE, WISCONSIN



## STRONG - SAFE - SECURE FASTENERS BY "ROCKFORD"

- Precision Built For Dependable Repairs.
- Quality Controlled For Driving Safety.

**ROCKFORD SCREW PRODUCTS COMPANY**  
2501 9TH STREET • ROCKFORD, ILLINOIS



## Don't Gamble

Safe steering and handling for your customers' cars depends on these chassis parts. When replacements are needed, give them the safety of a brand name you *know* . . . Allied. You can put your faith in the rigid standards every Allied part must meet to carry them safely.

**ALLIED AUTOMOTIVE PARTS COMPANY**  
INDIANAPOLIS, INDIANA



## For Safety - For Service

New bright yellow, red and blue cartons. Same high-quality United parts. Whether it's master cylinder assemblies or wheel cylinder assemblies or power brake kits—United means quality. For brake-parts replacement, see your N.A.P.A. Jobber.

**UNITED PARTS MANUFACTURING COMPANY**  
CHICAGO, ILLINOIS



## Timely Tire Valve Tip

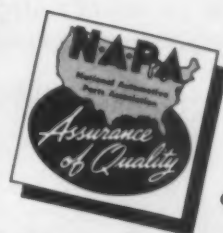
**Remember:** For extra safety, always install a new valve with every new tube-less tire or recap.

**Remember:** Always install the best . . . **BRIDGEPORT.** You and your customers both benefit.

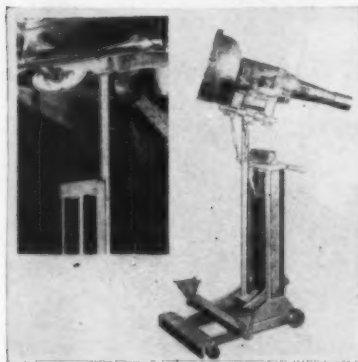
**BRIDGEPORT BRASS COMPANY**  
BRIDGEPORT 2, CONNECTICUT

**NAPA "PARADE OF PARTS" (continues)**

# of Parts"



**CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



## Economical Jack Combination

A great combination that makes plenty of sense—while it earns dollars for you. The FLEET Hydraulic One-End Lift fits all '59 cars. A quick change makes it a transmission jack or a high jack for speeding up muffler, tail pipe and other under-car repair jobs. Price for lift extender and transmission adapter only \$59.50. Complete—\$166.40.

**EDGEWATER AUTOMOTIVE DIVISION  
ST. JOSEPH, MICHIGAN**



Here's the package to restore lost engine pep and power, to cut high gas and oil bills . . . a Duckworth Timing Chain. Worn timing chain handicaps engine performance . . . causes camshaft lag, misfiring. Next major overhaul, be sure to replace worn timing chain with the finest . . . in the green and yellow box . . .

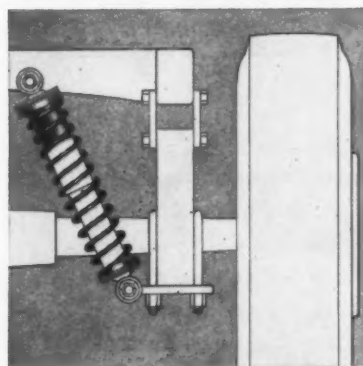
**DUCKWORTH • TIMING CHAINS  
CHAIN BELT COMPANY • SPRINGFIELD 1, MASS.**



## Sell BRIGGS for Winter!

Get your customers set for winter. Tie in with our N•A•P•A ad which tells them Briggs Imperials make winter driving more comfortable and safer. The ad also tells them to ask for a free shock inspection. So the rest is easy for you. Take a look—make a sale!

**THE BRIGGS SHOCK ABSORBER COMPANY  
CLEVELAND, OHIO**



## Cure Spring Overloads

The economical, effective answer to rear end overload on a car is Balkamp Shock Springs. Installed over any direct-acting shock, they maintain level ride, stop sway on curves. Can also be used on boat trailers and many pick-up trucks.

**BALKAMP, INC.  
INDIANAPOLIS, INDIANA**



## Monmouth Engine Bearings

For trouble-free installation and maximum performance, specify Monmouth Engine Bearings—original equipment in most makes of engines. Monmouth Bearings are preferred for replacement by all who seek the highest quality and the best service.

**CLEVITE SERVICE DIVISION  
CLEVELAND 3, OHIO**



## Friction and Plastic Tape

These B\*K tapes give you the quality you want in the sizes you need. Exceptionally tough friction tape and super-thin, flexible plastic tape both are highly dielectric, packaged for either your own use or resale to your customers.

**B\*K SERVICE PRODUCTS  
INDIANAPOLIS, INDIANA**

**Your N•A•P•A Jobber Is a Good Man to KNOW!**

*From the world's largest manufacturer  
of automotive fasteners...*



## LAMSON "SILVER SERVICE KIT"

*handles 80% of your replacement fastener needs*

### EACH KIT CONTAINS:

**Cap Screws - Silverline - 1038 - USS**  
 $\frac{1}{4}$  x  $\frac{3}{8}$  •  $\frac{1}{4}$  x 1 •  $\frac{3}{8}$  x  $\frac{3}{4}$  •  $\frac{3}{8}$  x 1

**Cap Screws - Silverline - USS**  
 $\frac{3}{8}$  x 1 •  $\frac{3}{8}$  x  $1\frac{1}{2}$

**Cap Screws - Silverline - SAE**  
 $\frac{3}{8}$  x 1 •  $\frac{3}{8}$  x  $1\frac{1}{2}$

**Finished Hex Nut - Silverline - Coarse**  
 $\frac{1}{4}$  •  $\frac{3}{8}$  •  $\frac{1}{2}$

**Finished Hex Nut - Silverline - Fine**  
 $\frac{3}{8}$

**Flat Washer - Silverline - SAE**  
 $\frac{1}{4}$  •  $\frac{3}{8}$  •  $\frac{1}{2}$

**Lockwasher - Silverline - Medium**  
 $\frac{1}{4}$  •  $\frac{3}{8}$  •  $\frac{1}{2}$

**License Plate Bolts - with Nuts**  
 RL-1

**Tapping Screws**  
 1222 • 1371 • 1436 X

**Hammerlock Cotters - Plated**  
 $\frac{1}{8}$  x  $1\frac{1}{2}$  •  $\frac{1}{8}$  x 2 •  $\frac{3}{32}$  x 1 •  $\frac{3}{32}$  x 2

**Regular Battery Bolts with Nuts - Plated**

**Round Head Stove Bolts with Nuts - Plated**  
 $\frac{3}{16}$  x 1 •  $\frac{3}{16}$  x  $1\frac{1}{4}$  •  $\frac{1}{4}$  x 1

Here is the way to save time on repair jobs and reduce your fastener buying costs.

This handy new Lamson Kit includes all the most commonly used fasteners needed for automotive repairs. Time-saving chart inside the cover tells exactly what price to charge. Saves mistakes and time.

All fasteners "Silverline" plated to resist rust



and protect against adverse atmospheric conditions. Refills for various sections are available in clearly-labeled standard packages. You order what you need when you need it...save the premium usually charged for special cartons.

A fast-selling item for distributors...a time-saving boon for automotive dealers and repair shops. Write today for descriptive bulletin and price list.

## LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

**THIS FALL AND WINTER**

**GET TOP  
THERMOSTAT  
PROFITS**

*Stock, display and install  
Thomson Stats...*



**12 STATS**  
No. 2067-2068 Assortments  
12 Stats and Gaskets

**20 STATS**  
No. 2065-2066 Assortments  
20 Stats and Gaskets

ONE OF THESE  
DISPLAYS IS RIGHT FOR  
YOU . . . AND FOR 95%  
OF THE CARS YOU  
SERVICE!

Remember . . . Thomson thermostats are the finest, most dependable products on the market. Our reverse acting poppet valve stat is the favorite of many of the automobile engineers . . . and is fast becoming the standard of the industry. That's why they're best for you and your customers!

*Standardize on Thomson  
for perfect "Satisfaction"*

**STANDARD-THOMSON CORPORATION • BOSTON 15, MASS.**

# 3-MOUNTAIN -YEAR THE WORLD'S WITHOUT A

For years Lasco MOUNTAIN MASTER Brake Lining has been guaranteed for A FULL 3 YEARS! Competitive brake lining manufacturers have been searching their dictionaries for "superlative terms" to describe the "quality" of their product—but regardless of what they "say," no one competitor comes even near MOUNTAIN MASTER'S 3-YEAR GUARANTEE.

WHY? Because they know the "champion" and that they are "licked!" Competitive manufacturers don't dare to meet the challenge—they know their own products won't stand up to MOUNTAIN MASTER and a 3-year guarantee!

**Lasco "MOUNTAIN MASTER" SUPER BLOX  
THREE YEAR  
Certificate of Guarantee**

Dealer's Name \_\_\_\_\_ Date \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Make of Car \_\_\_\_\_ Model \_\_\_\_\_ Year \_\_\_\_\_  
 Speedometer Reading \_\_\_\_\_  
 Name Brake Service Station Installing "Mountain Master" Super Blox \_\_\_\_\_  
 Address \_\_\_\_\_ Telephone \_\_\_\_\_  
 Signed \_\_\_\_\_  
 Remarks \_\_\_\_\_

(See Reverse Side for Conditions of Guarantee)  
 Return Duplicate Copy to Your Lohr Spring & Tire Branch



Lasco Brake Blox are engineered by an exclusive, patented process and "iron-clad" for amazing strength and durability. Available in drilled and undrilled sets in three different types: VICTORY—high friction, MOUNTAIN MASTER—medium high friction, and LOGGER—medium friction.

**NOTICE!**  
**VOLUME BRAKE BLOCK  
 DISTRIBUTORS**  
*special money-making deal  
 write us today*

# MASTER (Iron-Clad) GUARANTEE CHAMPION CHALLENGER

A CHALLENGING FACT—Many new car dealers have installed Lasco MOUNTAIN MASTER Brake Lining before delivering new cars to customers! They, like thousands of owners, are LEARNING FAST that there is no brake lining in the world like MOUNTAIN MASTER! Lasco MOUNTAIN MASTER is the favorite of race car drivers, transportation companies, logging logging operators and car owners all over America to lick tough brake jobs.

**WE INVITE CHALLENGE TO THESE STATEMENTS!**

No other brake lining made in America gives such phenomenal service that it can be guaranteed 3 full years in passenger car use, and needing only about one adjustment a year.



**ORDER NOW...**

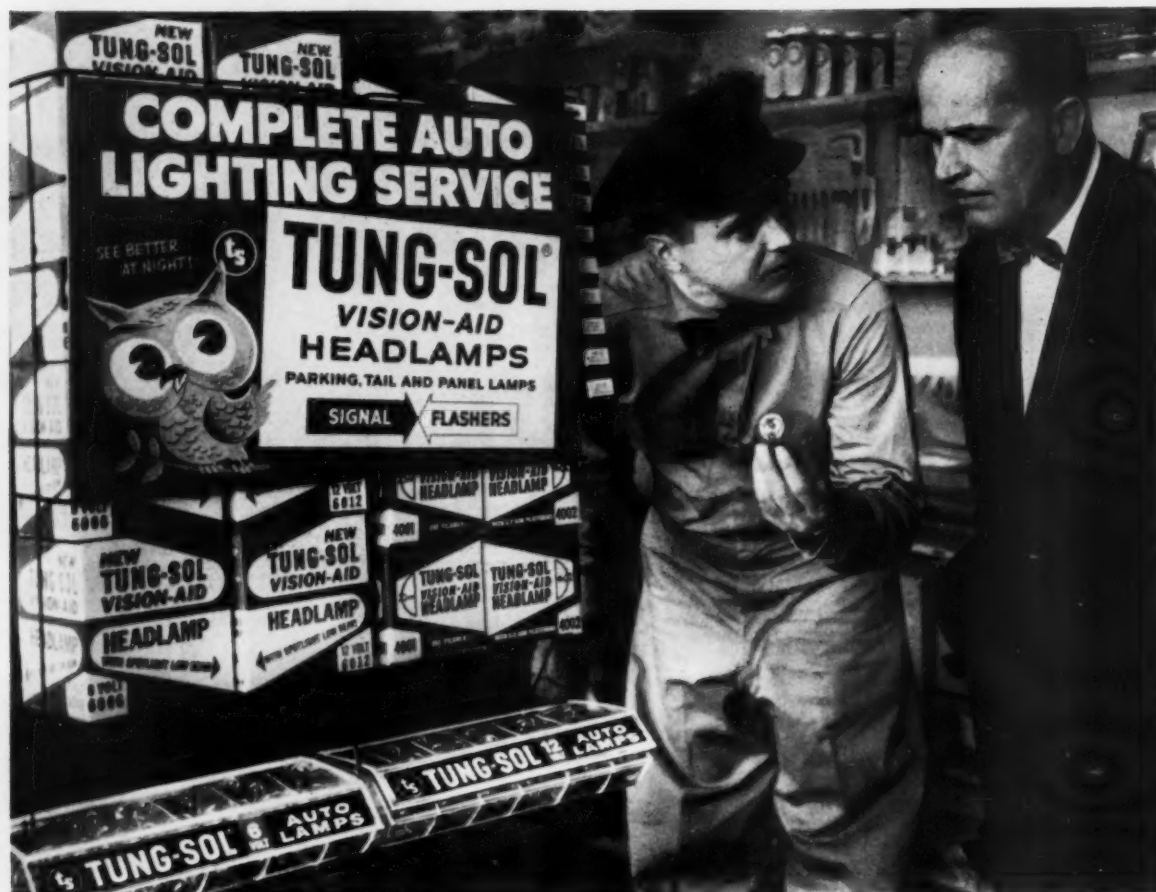
**LASCO**  
BRAKE PRODUCTS  
CORP., LTD.

Subsidiary of  
LAHER SPRING AND TIRE CORPORATION

DARLAND, 2615 MAGNOLIA ST. MEMPHIS, 300 MADISON AVE.  
ST. LOUIS, 2725 Locust St. • PITTSBURGH, 5525 Penn. Ave. • KANSAS CITY, 1515 Maple St.  
LOS ANGELES, 807 8th St. • FORT WORTH, 910 Florence St. • SAN FRANCISCO, 100 10th St.  
SALT LAKE CITY, 541 So. State St. • SEATTLE, 7141 Pike St. • PORTLAND, N.W. 10th & Clark  
SPOKANE, 1219 W. Second Ave. • SACRAMENTO, 1117 10th St.



**SHOE EXCHANGE:** Lasco passenger car shoe exchanges are available in bonded or riveted sets using same supreme quality lining in two grades, MOUNTAIN MASTER and Lasco BLUE LABEL. Both made by Lasco—when you order LASCO you get LASCO—no substitutes. TRY IT—DEMAND IT—it will make you friends and money!



## FREE\* Tung-Sol Lamp Merchandisers move miniatures

Eye-Catching Cabinets Keep Lamps Clean, Collected and Convenient . . . Service 98% of Replacement Needs . . . Streamline Stocking . . . Spur Sales.

There's a potential miniature lamp replacement sale in every car socket — up to 48 in some of the newer models and the number grows! Each of these sturdy plastic merchandisers contains just the right amounts of the necessary type lamps — 70 12-volt, 100 6-volt — to service 98% of replacement requirements . . . and there's no charge for the cabinets! Compartmented for at-a-glance selection and inventorying, the merchandisers end hunting among dusty boxes, overstocking and wondering when to reorder!

Put 'em right out on the counter! You'll profit by displaying these attractive merchandisers right out on the counter where they can be seen. They're great reminders to pick up those extra profits in every car socket! Contact your Tung-Sol Supplier. Automotive Products Division, Tung-Sol Electric Inc., Newark 4, N. J.

6 AND 12-VOLT ASSORTMENTS			
≤70	12-Volt	≤100	6-Volt
10 type	53	10 type	51
20 type	57	20 type	55
10 type	67	30 type	63
20 type	1034	10 type	1129
10 type	1073	20 type	1154
		10 type	1158

*there's money  
in miniatures!*



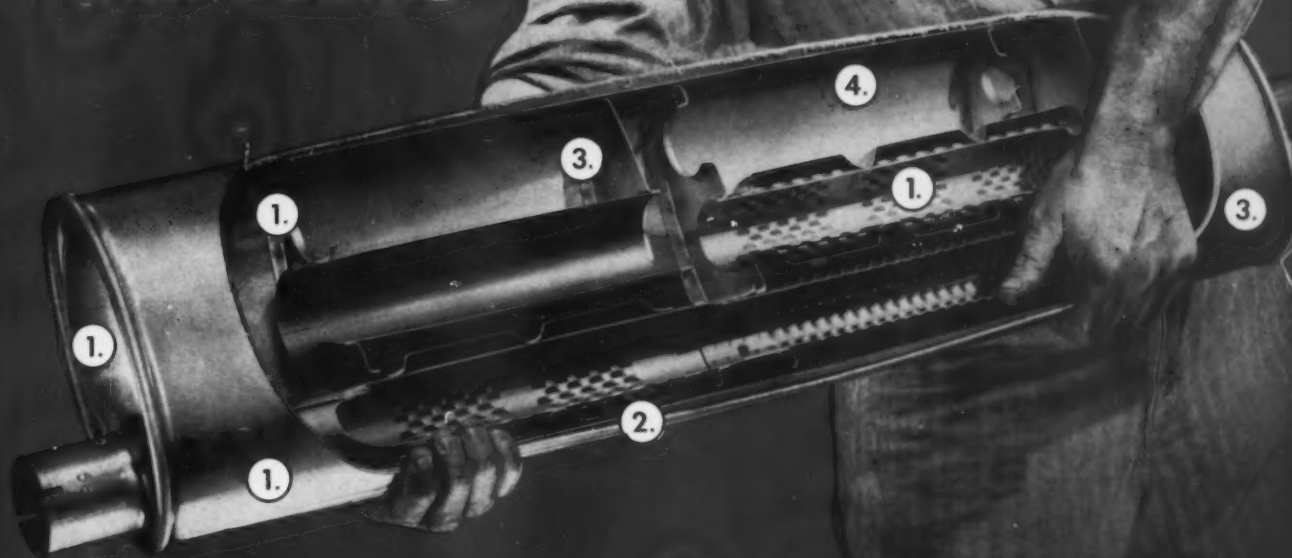
\*Merchandisers free with each assortment.



# TUNG-SOL

MINIATURE  
LAMPS

**It's what's  
inside  
that counts**



- |   |                                   |
|---|-----------------------------------|
| 1. premium-coated shells,<br>heads, partitions, tubes | 3. internal, external<br>drainage |
| 2. asbestos-lined shells                              | 4. "open flo" design              |

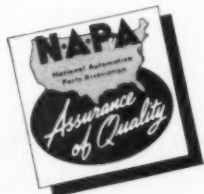
## ***...and why Soundmaster gives up to 300% longer muffler life***

Your customers are demanding better service from mufflers. That's where you have an important advantage selling Soundmaster—the muffler that lasts up to *3 times longer*. This is possible because advanced Soundmaster engineering uses—not one—but *four* major methods of reducing corrosion!

1. Special Premium Coated Materials used wherever needed inside and out give corrosion protection 200% to 400% greater than plain steel.
2. Asbestosized Shells—a special three-layer combination of premium zinc-coated steel, asbestos and cover—give more even heat distribution, make Soundmaster Mufflers last longer.
3. Complete Soundmaster Drainage removes corrosion-causing acid condensate *before* trouble starts.
4. Open Flo Design allows the hot gas flow to wipe all inner parts with a natural drying action . . . keeps the temperature of all chambers above the boiling point of acid condensate.

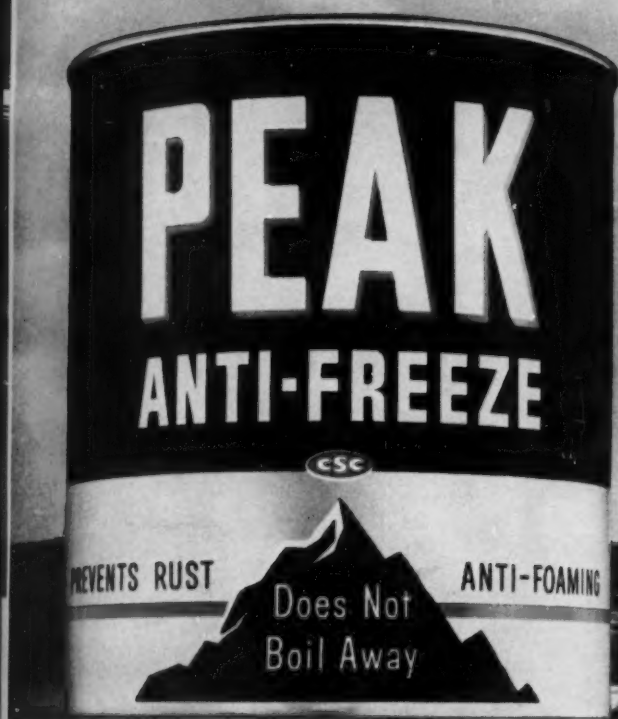
And, of course, Soundmaster advanced engineering continues to lead the industry in maximum sound control with minimum back pressure. In short, it's *powerful and quiet* with a Soundmaster—for a long, long time.

# ***Soundmaster***



DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

# Incredible! You'd Think with **PEAK**®



## PEAK WITH RUST-GUARD

"Made To Order" For the '60 Models  
(and every other car on the road)

**YEARS-AHEAD FORMULA!** Three years in research and development — and finally came the break-through. CSC scientists succeeded in attaining their goal — the formulation of a *significantly improved* ethylene glycol anti-freeze.

It had to pass hundreds of tests to prove itself! First, in bench-type corrosion tests . . . then in a series of exhaustive simulated service tests. And finally, actual passenger-car road trials in which the test cars were driven hundreds of thousands of miles. Result: our introduction last year of the new **PEAK** Anti-freeze with **RUST-GUARD**.

**SEVEN SPECIAL CHEMICALS!** Only **PEAK** has **RUST-GUARD**, the exclusive CSC combination of seven special chemicals in a balanced formulation that gives *all* the metals and alloys in the automobile cooling system the *most effective* protection obtainable against rust and corrosion — *under all driving conditions!*

### Proof of PEAK Performance!

**1440-HOUR SIMULATED SERVICE TEST**  
(with solutions that protect to 15")  
**SHOWS THAT PEAK GIVES 5 TO 14  
TIMES BETTER PROTECTION  
AGAINST CORROSION LOSS** of  
aluminum, brass, copper, solder,  
steel and cast iron!

Brand	0	200	400	600	800	1000
PEAK						
Brand "A"						
Brand "B"						
Brand "C"						
Brand "D"						

**1440-HOUR SIMULATED SERVICE TEST**  
(with solutions that protect to 35"  
below zero) **SHOWS THAT PEAK  
GIVES 7 TO 33 TIMES BETTER  
PROTECTION AGAINST CORROSION  
LOSS** of aluminum, brass, copper,  
solder, steel and cast iron!

Brand	0	50	100	150	200	250	300
PEAK							
Brand "A"							
Brand "B"							
Brand "C"							
Brand "D"							

**PEAK'S ALL SET FOR THE '60's!** The news is — more aluminum in engines and cooling systems than ever before. **PEAK** with **RUST-GUARD** is ready for them. **PEAK's**

years-ahead formula meets the demands of present-day automotive production—gives *maximum protection* against corrosion of aluminum.

developed by **COMMERCIAL SOLVENTS**  
260 Madison Avenue

# Detroit Designed the New Cars ANTI-FREEZE in Mind!



## PEAK-A-1 for Aluminum!

1440-HOUR SIMULATED SERVICE TEST  
(with solutions that protect to 35°  
below zero) SHOWS THAT  
PEAK GIVES 63 TO 114 TIMES  
BETTER PROTECTION AGAINST  
CORROSION LOSS OF ALUMINUM!

Brand	Actual Metal Loss in milligrams									
	0	10	20	30	40	50	60	70		
PEAK										
Brand "A"										
Brand "B"										
Brand "C"										
Brand "D"										

**CAR MANUFACTURERS DEMAND IMPROVED CORROSION PROTECTION — AND THAT'S WHAT PEAK GIVES!** Fact! Because of the special corrosion problems with aluminum, car manufacturers are seeking better anti-freezes to protect aluminum. That's why we call PEAK the "years-ahead" anti-freeze — it will protect where old-fashioned anti-freezes fall short. It's almost as if Detroit had designed the new cars with PEAK in mind!

**THE CHOICE OF LEADING U. S. IMPORTER, TOO!** Last winter a major importer of well-known continental cars — with a wide variety of anti-freeze brands to choose from — approved only two for installation

under the manufacturer's new car warranty — and PEAK was the only nationally-advertised brand thus approved!

**MAKE THIS EASY "PROVE-IT-YOURSELF" TEST!** Clean the cooling systems of a number of your customer's cars this fall to remove old rust and scale. Install PEAK in half of them. When your customers come in for a "drain-out" next spring, see for yourself the extraordinary difference between PEAK and the other brands. Drain off a "sample" from a PEAK-protected cooling system and one from a cooling system protected with any other anti-freeze. You'll see the difference. You'll see

the clear, clean superiority of PEAK, and the cooling system of every PEAK-protected car will be "clean as a whistle"!

**THERE ARE SOME THINGS PEAK WON'T DO!** PEAK with RUST-GUARD won't freeze up, won't boil away, won't harm gaskets or rubber hose. It won't mar or mark the finest car finish. It won't creep, seep or leak from a cooling system tight enough to hold water. PEAK gives guaranteed all-winter, all-weather anti-freeze protection.

## PEAK ANTI-FREEZE with RUST-GUARD

**ORDER YOURS NOW — be way ahead with the years-ahead anti-freeze—PEAK**

Don't forget  
**NOR'WAY®**

—The Non-Permanent Type  
for Your Economy-Minded  
Customers



**CORPORATION**  
New York 10, N.Y.



**NOW**  
**AUTO-LITE**  
**BRINGS YOU**  
**NBC RADIO**  
**"NEWS ON THE HOUR"**

World's most complete  
"On the spot" radio news coverage



with Chet Huntley, David Brinkley  
and other famous reporters  
around the globe

**REACHING YOUR  
CUSTOMERS WITH  
42 SALES MESSAGES A WEEK**

**7 A.M. to 11 P.M.  
Monday thru Friday  
Week after Week**

***TO HELP YOU SELL***

**AUTO-LITE®**

**SPARK PLUGS    BATTERIES  
WIRE AND CABLE  
ELECTRICAL SERVICE PARTS**

# MAKE MORE MONEY!

*It's Easy to Sell*

## EATON



*Original Equipment  
Quality*

### RADIATOR PRESSURE CAPS

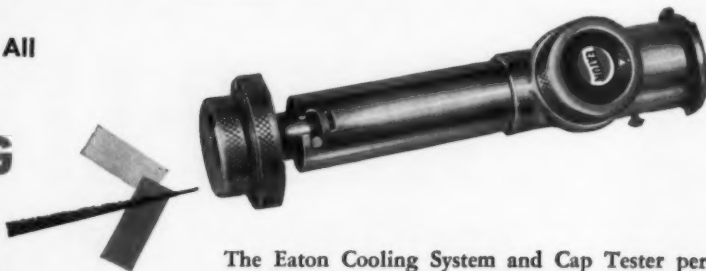
**Scientifically Designed  
for Today's  
High Compression Engines**



**16-Cap Display Assortment Services All  
Popular Make and Model Cars**

**This EATON COOLING  
SYSTEM TESTER  
will Sell Caps for You!**

**Ask Your Jobber for Complete  
Information and Attractive Prices**

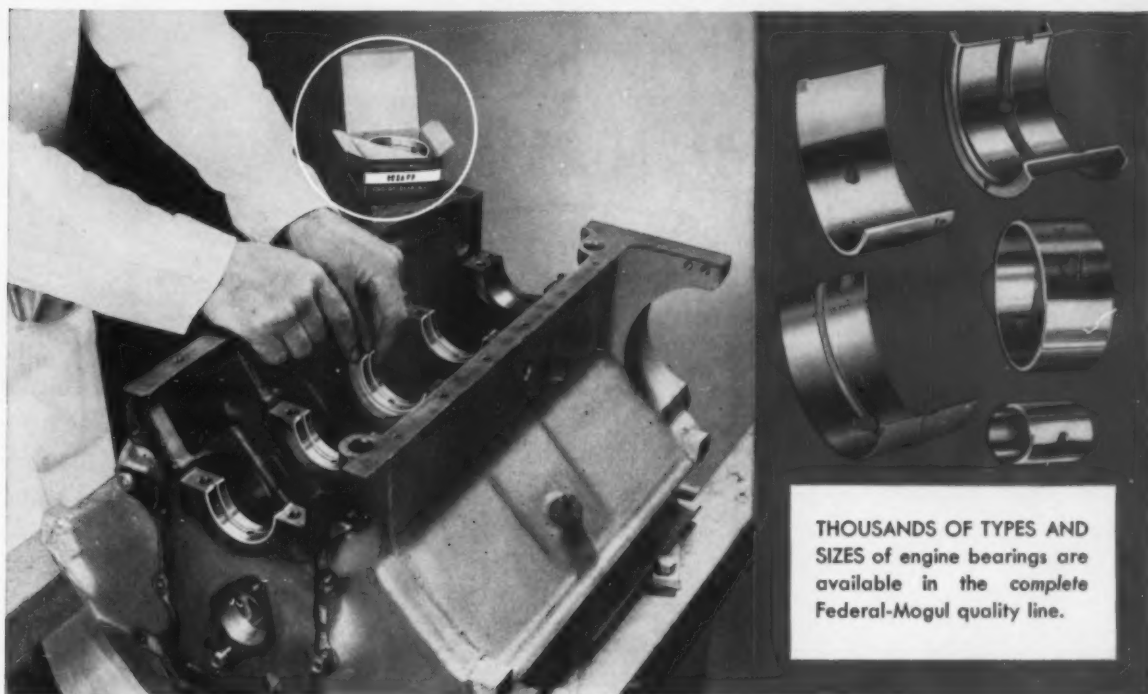


The Eaton Cooling System and Cap Tester permits fast, accurate leak detection in minimum time. Self-contained design eliminates the need for adapters. Testing of pressure caps, entire cooling system, cylinder head and head gaskets, and motor block is accomplished with one easy-to-use precision instrument.

# EATON

— STAMPING DIVISION —  
**MANUFACTURING COMPANY**  
CLEVELAND 10, OHIO

Better products, *faster*, from your Federal-Mogul jobber:



## More types, more sizes...so you can repower any engine with Federal-Mogul quality bearings



Whatever the make or model car, you get speedy service on the right bearings . . . turn out better jobs faster!

Combine rapid service with top-notch work—presto, you have a profitable engine-rebuilding business! But good overhauls depend on the bearings you use, and service hinges on the availability of parts. So build your reputation for being fast *and* good on the complete line: Federal-Mogul quality bearings.

Thousands of types and sizes of engine bearings are available in a hurry from your Federal-Mogul jobber. He'll supply you with the right piston-pin bushings, shims, nuts and bolts, and reconditioned or rebabbitted connecting rods, too. You'll never have to turn down or delay a job when you rely on Federal-Mogul bearings!

Better bearings faster—that's why *most* mechanics prefer Federal-Mogul. You will too! Call your Federal-Mogul jobber.

# FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



In shock absorbers . . .

## It's what's inside that counts!

The bigger the piston's "bore size," the better the shock absorber's performance. As these actual-size circles below prove:

### *Columbus "Velvet-ride" is bigger*



Bore Size,  
**COLUMBUS**  
Velvet-Ride



Bore Size,  
**4 OTHER** leading  
standard shocks

than ANY  
other leading  
standard  
shock absorber  
—yet costs  
no more (and  
often less!)

### *Columbus "Luxury-ride" is bigger*



Bore Size,  
**COLUMBUS**  
Luxury-Ride



Bore Size,  
**2 OTHER** leading  
"heavy-duty" shocks

than EVERY  
other leading  
"heavy" except  
one—yet  
costs as much as  
\$3.00 less!

THREE GREAT SHOCK ABSORBERS



*Velvet-ride*

**Level-ride**  
U O U

*Luxury-ride*

Quality Products by

Phone your  
jobber today, or write:

**Sales Department  
HECO,**

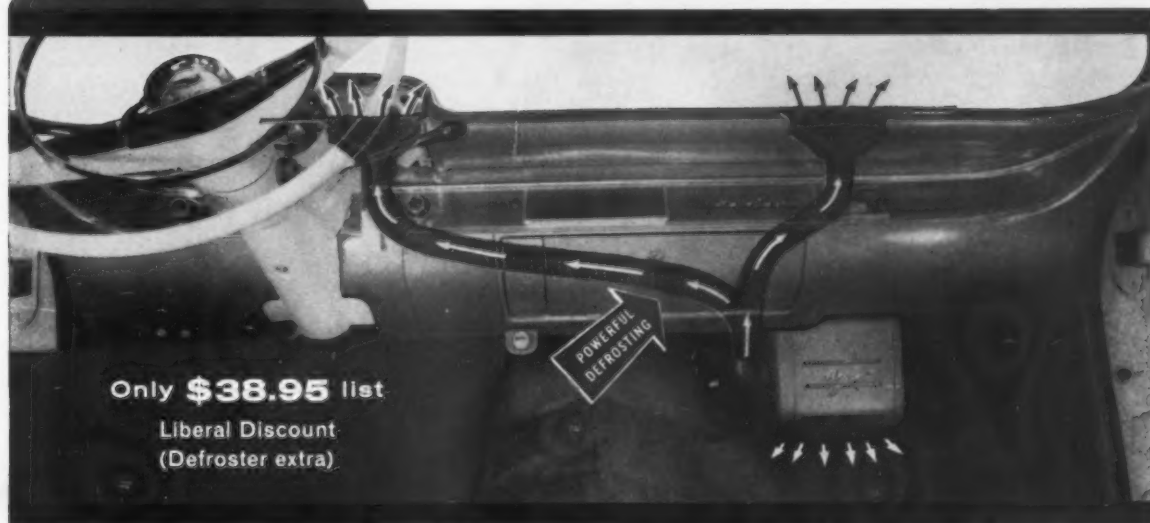
Dyersburg, Tenn.



a world of warmth

# Arvin

halves your heater costs!



Only **\$38.95** list

Liberal Discount  
(Defroster extra)

## ARVIN SERIES "20" UNIVERSAL RECIRCULATING HOT WATER CAR HEATERS SAVE UP TO \$40 OVER CAR-FACTORY MODELS!

Space-saving, money saving . . . and profit winning! That's what you can expect—and get—from an Arvin car heater. No other heater comes even close to Arvin in down-to-earth value. Arvin gives you a big *selling* edge—and a big *profit* edge on all car installations!

Out-performs heaters costing far more—The big "heart" of this heater is a honeycomb core, with 2800 inches of radiating surface. Big 8-blade, 7-inch fan circulates *all* the air in average sedan every two minutes. Easily installed.



8 or 12-volt Models



7-inch Fan



Copper honeycomb core

**CARS**—1959 Ford, Chevrolet, Plymouth, Dodge, DeSoto, Studebaker

**TRUCKS**—1959 Chevrolet, Dodge, Ford trucks and most prior models

SEE YOUR ARVIN DISTRIBUTOR

**ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA**

Arvin also manufactures Radios and Phonographs, Portable Electric Heaters, Electric Home Heating, Ironing Tables, Leisure Furniture, Barbecue Grills, and Car Mufflers

*First in Car Heaters since 1921*



Consumer Products Division



New "window-pack" carton with clear plastic-covered opening on top provides for quick inspection of condensers and rotors.



New moisture-proof printed full "picture-pack" offers corrosion protection plus easy identification of contact sets.



New time-saving "tuck-fold-pack" offers convenient inspection of brushes and other individually packaged small parts.

## NEW DELCO-REMY PARTS PACKAGES ARE EASY TO STACK, HANDY TO SELECT FROM STOCK—AND PERMIT FAST IDENTIFICATION OF CONTENTS!

Now you can get individual Delco-Remy replacement parts in three new plainly marked Delco-Remy packages. They're specially designed for easy stacking, quick identification of contents, and rapid selection from stock. And the parts are clean and ready to install when you need them. Here's why:

- 1 The "window-pack" has a clear plastic panel on top so you can quickly see the condenser or rotor it contains. You know you're getting the right part plus factory-fresh quality. And the "window-pack" makes a handy, attractive display on your shelves!
  - 2 The brand-new "picture-pack" for contact sets, with an exact photograph of the contents on top, is foil-wrapped and heat-sealed to keep parts clean and dry. Package safeguards contact sets against oxidation and corrosion—makes identification sure.
- And—
- 3 The new "tuck-fold-pack" permits quick and easy inspection of brushes and other small parts plus fast selection from stock. Individual packaging protects the contents and aids in handling.

Delco-Remy service parts are known and wanted everywhere for quality, dependability, and outstanding performance. Condensers, rotors, contact sets and other replacement parts are now available for *all* popular makes of American cars. Order them in the new parts packages from your car or truck dealer or the United Motors System.

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA



GENERAL MOTORS LEADS THE WAY—STARTING WITH

# Delco-Remy

ELECTRICAL SYSTEMS

# YOUR ANTI-FREEZE SERVICE IS THE ONE THING NO BARGAIN COUNTER CAN MATCH!

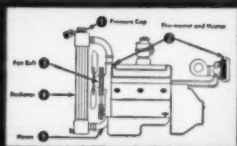
**FREE SALES KIT HELPS YOU  
SELL SERVICE—BOOST SALES  
OF BOTH ANTI-FREEZE AND  
RELATED ITEMS!**



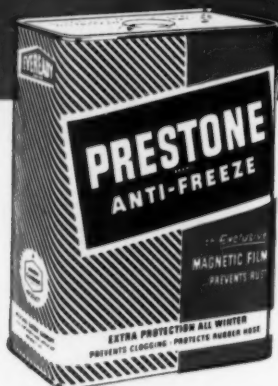
Guaranteed 5 Point Service sign sells at a glance your complete cooling system service.

3-dimensional eye-catcher—new "spinner" display from "PRESTONE" anti-freeze.

Tell 'em what you do! Hand-out flyer shows step by step the complete cooling system protection you are best equipped to give.



Also includes: BANNER, POSTER, STREAMER displays, DEALER'S LOG for guarantee records, 8-PAGE PROTECTION CHART, anti-freeze data on all late model vehicles.



**GUARANTEED  
5 POINT  
SERVICE**

*Here's what we do...*

CHECK  
THERMOSTAT

CHECK HOSE

CHECK  
FAN BELT

CHECK  
PRESSURE CAP

CHECK  
RADIATOR

WHEN WE INSTALL **PRESTONE** ANTI-FREEZE

*plus*  
**FREE ANTI-FREEZE** *refill*  
IF REQUIRED

This part of sign is separate and may be used if dealer chooses.

**SALES TIPS  
FOR EXTRA PROFITS ON  
ANTI-FREEZE SERVICE...**

- ✓ Surveys reveal most car owners do not really know what services you give when installing anti-freeze. Show them the "Guaranteed" 5-Point Service sign. Tell 'em and you'll sell 'em!
- ✓ To guarantee safe winter driving — and bigger total sales be sure to drain cooling system — and check fan belts, hoses, pressure cap, thermostat and radiator.

**ORDER "PRESTONE" ANTI-FREEZE NOW TO GET YOUR FREE SALES KIT!**

"Prestone", "Eveready" and "Union Carbide" are registered trade-marks of Union Carbide Corporation  
NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N. Y.



# WAYNE WINS

at Indianapolis!



The Overwhelming Majority of All Cars Entered  
in the Famous 500-Mile Classic Are Equipped with

## wayne "POSITIVE SEAL" Radiator Pressure Caps

Wayne is the big winner with the world's leading race drivers and master mechanics! They *know* the extreme importance of preventing engine overheating and coolant loss under the most gruelling conditions. Only Wayne's durable, chemical-resistant Buna-N diaphragm assures *positive seating . . . positive sealing* even if the filler neck is damaged or distorted!



Ask your Jobber . . . or write to

**WAYNE METALCRAFT DIVISION  
E. EDELMANN & CO.**

2332 Logan Blvd., Chicago 47, Illinois

# TAKE THE LEAD

*in Acrylic profit and performance  
with Martin Senour's  
Versatile Acrylic... Dytho-lac*



**you save time and cut costs with the leader  
in shop engineered colors**

"Original Equipment" Acrylics are fine on the line—but when it comes to refinishing—you need Acrylics specifically designed for shop use. In product, program and every respect... Martin Senour Versatile Acrylics provide you with the most outstanding program in the industry.

**The Only Acrylics** distributed through



# 1960

**Immediate delivery on 1960 acrylic colors**—Martin Senour has ready-to-go colors, matched to manufacturer's specifications for every 1960 car on the road. You'll be first with the Acrylic colors when the demand is greatest . . . and customers won't wait. Through N.A.P.A.'s nationwide network of warehouses, stocking thousands of N.A.P.A. jobbers, every order gets immediate attention, swift delivery.

**Dytho-lac—the versatile acrylic**—Here's the finish that outshines them all in depth of lustre, durability and beauty.

- Covers both Acrylic and regular lacquers
- Needs no special undercoats or undercoat thinners
- Only one color thinner (not two) is required
- Better resistance to strong grease or wax removers
- Superior color retention, non-fading and non-chalking properties

**Immediate acrylic color matching:**

**New, simplified custom mixing system plus factory-packaged colors**—Any color match is yours

in minutes with Martin Senour's integrated Acrylic Program.

The M-S Special Acrylic Base is the quick, easy answer to custom-mixed Acrylic Lacquers. The M-S Factory Packaged Versatile Acrylic fills all most-called-for color needs. Only Martin Senour offers this "complete service". Exclusive with N.A.P.A. Jobbers.

**Complete color reference**—The new Martin Senour Automotive Color Directory puts you out front with the finest color information in the automotive industry. Every color is catalogued by individual make, by year, clear back to 1952 for Chevrolet, Ford and Plymouth, back to 1954 for all others. At a glance you find the exact color needed. It's the ultimate in reference for every touch-up and refinishing job.

**All-in-one acrylic inventory**—This one convenient color cabinet is the most economical way to offer complete Acrylic selection. There's no waiting, no phoning, no delay—you have the exact package color within easy reach. No worries, ever, about obsolete colors with this positive inventory control. Constructed of all steel, it's a double door design for wall or bench. Holds 50 pints. Completely dust-proof and safe with a top quality lock.

**Acrylics are booming**—More and more of your customers will be calling for Acrylic work. The service you give and the profits you make depend upon the efficiency and accuracy of your Acrylic Program. It makes sense and means better business to make yours a Martin Senour Shop. Why not call your N.A.P.A. Jobber today!

It's New—  
Ask your NAPA jobber  
about it

**MARTIN  
SENOUR  
PAINTS**

**THE MARTIN-SENOUR COMPANY**

**AUTOMOTIVE DIVISION**

2500 S. Senour Avenue, Chicago 8, Illinois

DID PETE GET  
FLOODED BY  
THE RAIN ?

NOPE, BY NEW BUSINESS!  
THEY HEARD HE USES  
**TIMKEN®** BEARINGS FOR  
SERVICE



**YOU'LL GET SWAMPED** by new customers if you do good work which means using the best service parts. So whenever the job calls for a tapered roller bearing, put in a Timken bearing. And tell 'em it's Timken. Customers know a quality name when they hear it. And "Timken" is America's best-known name in bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable: "TIMROSCO".



CUSTOMERS LOVE YOU WHEN YOU USE AMERICA'S BEST-KNOWN BEARING FOR SERVICE....JUST TELL 'EM IT'S

**TIMKEN**  
TAPERED ROLLER BEARINGS

# you Never need to Question the Quality of **EIS** Brake Parts

For more than 27 years, EIS has been building precision brake parts and controlling their manufacture every step of the way. The result has been — and continues to be — a quality line that surpasses the initial requirements of car manufacturers!

We know that EIS Brake Parts have the complete confidence of those who sell them as well as those who install them. That is why, when you say, "Give me EIS Brake Parts," you know for sure that there's never any question about their quality!

HERE ARE SOME OF THE BRAKE PARTS  
THAT HAVE ESTABLISHED EIS AS



"E" Series  
Wheel Cylinder HRC®  
(\*Heat-Resisting-Compound)  
CUPS WITH EXPANDERS



Since 1956 — 70% of the American cars (including Cadillac and Imperial) have been initially equipped with expander-type cups. EIS makes them for replacement — in all sizes and recommends them for use on every job. They're hardly any more in price than what you would pay for most plain cups!

RIBBED  
SECONDARY CUPS



EIS Ribbed Secondary Cups are furnished at no extra charge in all EIS Master Cylinder Kits and Cylinders. They seal better!

RIBBED  
WHEEL CYLINDER CUPS



EIS Ribbed Wheel Cylinder Cups are moulded of HRC®. They're especially designed for certain Chrysler Products cars as well as many Chevrolet, Ford, International, GMC and other truck installations — 1942 thru 1959. (Pat. No. 2,465,175)

FILLER-TYPE CUPS



EIS Filler-Type Cups with Expanders are available for vertically-mounted truck cylinders.

PLAIN CUPS



EIS plain Cups are available if you want them. They're made with heavy walls and wide flares. Moulded of HRC®, of course!

**New!**

Cylinders and Kits for  
VOLKSWAGEN,  
OPEL,  
VAUXHALL  
and VOLVO.

Write for 1959 Catalog  
Supplement-28H-15!

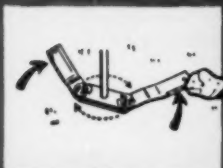
Any **Q**uestions on the Brake Parts Line?

Ask your EIS Distributor or write for Catalogs! And, if you haven't received the NEW EIS WALL CHART NO. WC-28H, ask him for it.  
**EIS AUTOMOTIVE CORP., MIDDLETOWN, CONN.**

# Certified...

## Automotive Trade's only POWER MOWER with "CRANKSHAFT PROTECTION" GUARANTEE!

*Look, for 1960...* Certified gives you far more to sell than just price alone! Certified now unconditionally guarantees every rotary against crankshaft damage—thanks to Deflector Blade with "hinged tips" that swing back on impact and absorb shock. Think what a sales weapon you have in your hand when you tell prospects how Deflector Blade positively eliminates the greatest cause of all rotary mower expense. And furthermore, is guaranteed to do it! No other mower—and we repeat—no other mower in your field, gives you such a powerful selling edge!



### Certified Helps You Get the Rest of the "YARD AND GARDEN" BUSINESS, TOO!



**Certified power mowers are built to perform...  
designed to sell...PLANNED TO COVER EVERY CUSTOMER NEED**

**Feature-Packed  
Self-Propelled  
ROTARIES**  
Model 2227-22"  
with 2-speed shift drive

Speed choices for all lawn needs. "High" for straight-a-way, "Low" speed range for hills and heavy work... "Neutral" for free-wheeling operation. Recoil starter standard equipment.



Model 2235

**Deluxe 24"  
RIDING ROTARY**

with gear-free, full range Planitor Drive  
Easiest, one-lever operation for forward, reverse and acceleration. No gears to shift! Constant blade speed, independent of riding speed to always assure uniform cut!

Model 2226-22"  
with  
**SINGLE  
SPEED**



**FREE-WHEELING  
ROTARIES in  
3 popular sizes**



- MODEL 2205-18"
- MODEL 2215-20"
- MODEL 2225-22"

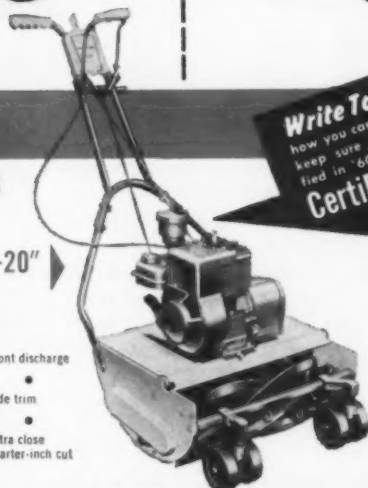
**BEST IN BOTH TYPES  
OF REELS**

MODEL 5115-20"

MODEL 2105  
-18"

MODEL 2115  
-20"

- Front discharge
- 
- Side trim
- 
- Extra close quarter-inch cut



**Write Today** Find out  
how you can earn more and  
keep sure of selling Certified  
in '60 with new  
**CertiFIVE PLAN**

WESTERN TOOL AND STAMPING CO. Dept. 7,  
2725 Second Avenue • Des Moines 13, Iowa

Gentlemen: Rush me details on Certified  
including the story about your CertiFIVE  
"EXTRA PROFITS" PLAN!

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

I am a Dealer \_\_\_\_\_ I am a Distributor \_\_\_\_\_

Manufactured by **WESTERN TOOL AND STAMPING COMPANY**  
2725 Second Avenue, Des Moines 13, Iowa



In the Oct. 3rd issue of the POST, 28,000,000 readers will see the arrival of a spanking new [sales] prodigy in the biggest battery ad ever run!

## THIS WILLARD BATTERY WITH GUARANTEED for



**FORMULA 57...a revolutionary research development... improves battery performance two ways... it helps your battery hold its charge longer, guards against damaging sulfation!**

Statistics prove more cars are being driven fewer miles. Fewer miles mean less opportunity for your car's electrical system to keep your battery fully charged. Shorter trips, more stop and go traffic, increase the drain on your battery. "Fast-Reset" Undercharged battery plates! "Fast-Reset" keeps battery plates chemically active even when your car is idle, helps your battery hold a charge longer, guards against damaging sulfation. "Formula 57" keeps the battery factory fresh, guarantees all-weather go.

Already performance-proved under all driving conditions in every type of climate. "Formula 57" is now ready for a nationwide Life Test.

evaluation by Willard engineers. That's why— from October 1st to October 31st—you can buy the Willard SuperMaster Battery with "Formula 57" guaranteed for the life of your car... at no extra cost.

### Money back reward!

Willard Engineers will call in some of the SuperMaster batteries for laboratory inspection. If your battery is one of those called in, the purchase price will be refunded and you will get a new 1955 SuperMaster.

## NEW PATENTED FORMULA 57<sup>\*</sup> the life of your car<sup>\*</sup>

Special Engineering Life Test!

Willard is staging a nationwide Life Test evaluation that's why you know that you can buy the SuperMaster with "Formula 57" at no extra cost. Guaranteed for the life of your car!

This offer expires October 31st!

See your **Willard** dealer now!

Imagine! Guaranteed battery performance for the life of your car! As little as '30's exchange.

Show 'em and sell 'em with free promotion package, including ready-to-mount reprint of POST ad, big attention-getting window poster, eye-arresting price tags, merchandising rack display banner...all delivered with your battery shipment!



Here's a miniature reproduction of the inside pages in the smashing, colorful ad to appear in the POST... to be followed by two hard-hitting ads in 114 leading newspapers.

It tells of the special, limited-time offer on the Willard SuperMaster with new patented "Formula 57". Willard is staging a nationwide Life Test evaluation. That's why you can sell this sensational battery in all popular sizes... guaranteed for the life of the car for which it is purchased!

Get ready now for this great October selling event. Your choice in both 6- and 12-volt types, dry charged (acid's free) or wet. Complete promotion package with all deliveries. The battery is red, the program is hot! It all adds up to bigger sales, bigger profits for you. Go Willard, NOW!

Order Willard Super Master Batteries with "Formula 57" from your Willard distributor today... or, for details write:

**WILLARD STORAGE BATTERY DIVISION**  
P. O. BOX 6266 • CLEVELAND 1, OHIO

See those  
timing marks  
better with new  
extra-bright

## **Snap-on** TIMING LIGHT



**MT-215 Timing Light**  
Yours on easy payments

This brand new SNAP-ON 6-12-volt timing light gives you the things a mechanic needs most on timing work:

- Extra-bright light
- Sharp, concentrated light pattern
- Same high brightness for 6- or 12-volt systems
- Same high brightness regardless of engine speed
- No double-flashing

Streamlined case is made from tough, high-impact plastic that can really take rough service. It resists breakage, is not harmed by grease or solvents, and it's shockproof.

Comfortable pistol-grip handle is located to give perfect balance for easy handling. Handle has on-off trigger button. Timing light leads are exceptionally flexible and run through a rubber strain reliever that protects the wire from cracking or breakage. Spark plug lead is 4½ feet long — two battery leads are each 5 feet long.

This new, extra-bright timing light gives you greater speed and accuracy — will pay for itself — and more — for that reason. It was designed and built with the mechanic in mind. Order one the next time your SNAP-ON man calls.

### **MT-4000A Tune-Up Set**

Improve work quality, boost income with new SNAP-ON tune-up set. Includes exhaust gas analyzer — Tach-dwell meter — Generator-regulator meter — Ignition analyzer.



These four SNAP-ON testing sets give you a low-cost packaged unit for diagnosing engine and electrical troubles accurately, and in a hurry.



# **SNAP-ON TOOLS** CORPORATION

8052-1 28th Avenue

©

Kenosha, Wisconsin

## CHEVROLET



1949



1950



1951



1952



1953



1954



1955



1956



1957



1958



1959

## FORD



1949



1950



1951



1952



1953



1954



1955



1956



1957



1958



1959

## PLYMOUTH



1949



1950



1951



1952



1953



1954



1955



1956



1957



1958



1959

EXCEPT SOME CONVERTIBLES AND FORD 6-33-'59

... service 'em all with only

# 15



Now... you can cover Chevrolet, Ford and Plymouth muffler installations from 1949 to 1959 with a stock of only 15 Walker "Precision Tuned" Silencers. This same coverage with any other line requires 24 mufflers at almost  $\frac{1}{3}$  greater investment.

And this is only part of the bold, new, industry-leading Walker Consolidation Program... covering 33 important numbers over and beyond recent car factory moves... which gives Walker Silencer installers the fastest... most profitable turnover in the muffler business... with a minimum stock of popular Walker "Precision Tuned" Silencers.

The new Walker Consolidation Program... carefully developed by Walker engineers... actually "upgrades" all numbers involved. Older models in all cases have been consolidated with newer Walker "Precision Tuned" Silencers which already have improved corrosion and rust protection... better sound control with

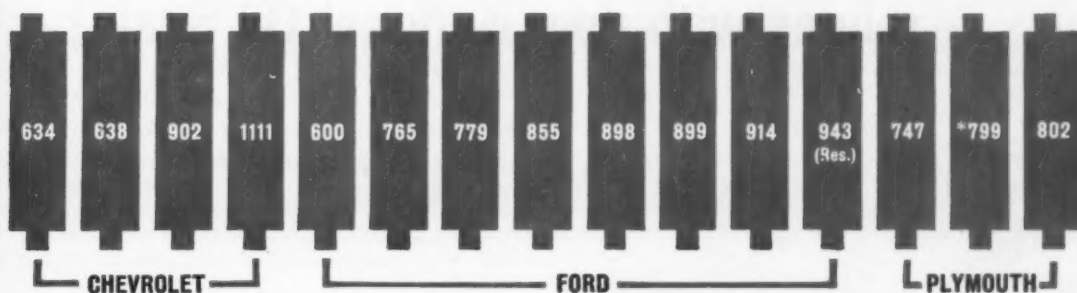
lower back pressure... and at no sacrifice of perfect fit for easier installation.

Walker Consolidation is a great forward step to help you offer your customers fast, expert exhaust system service... at low inventory cost and high turnover and profit. Ask your Walker jobber salesman to explain the full details of this new Walker Consolidation Program... the other cars it covers... and how you can make more "Muffler Money" with Walker.

**NEW! IMPORTED WALKER SILENCERS  
FOR POPULAR IMPORTED CARS**

English Ford	Metropolitan	Triumph
Fiat	Opel	Vauxhall
Hillman	Renault	Volkswagen
M-G	Simca	

These 15 Walker precision tuned Silencers are all you need to stock for complete coverage shown



\*Also Dodge, De Soto  
duals '58 to '59

# WALKER <sup>"PRECISION TUNED"</sup> SILENCERS

NEW WALKER-ENGINEERED CONSOLIDATION PROGRAM  
CUTS INVENTORY • INCREASES COVERAGE • SAVES SPACE  
SPEEDS TURNOVER • IMPROVES PROFITS

Better products, faster, from your National Seal jobber:



HAVE SEALS YOU NEED with National Seal Service Stock 5511 or 5512. Steel cabinet, installation tool, price and application data come with stock.

## Ring up extra profits on repacks and relines with new National Oil Seals!



Always replace with National to insure complete customer satisfaction; protect yourself against costly callbacks!

For perfect safety, complete customer satisfaction . . . extra profits, too, use new National Oil Seals with *every* repack or reline.

New National Oil Seals hold fresh grease in the bearings, where it belongs. They prevent bearings from running dry and wearing prematurely; keep grease from ruining new linings. You boost your gross profit on repacks and relines—for just a few minutes extra work on each.

Play it safe! *Whenever* you remove an oil seal, replace with National. Your National Seal jobber gives fast delivery on his complete line.

# NATIONAL OIL SEALS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



# We Moved to Suburbia

## (and Are Sorry We Didn't Sooner!)

*Trapped by downtown congestion? This dealer did something about it.*

**A**FTER more than 40 years of automobile sales and service in the downtown area of Washington, we had to face up to changing national trends and adapt ourselves to new conditions.

Like many other metropolitan dealers over the country who have been losing ground to a diminishing population in the city centers as the one-way trek to the suburbs continues to mount, we had to acknowledge to ourselves we were operating in a rapidly declining business area and from an obsolete building.

The lively traffic we used to have evenings and Saturdays that was so productive in sales had virtually disappeared. Downtown department stores, theaters and restaurants were no longer attracting the uptown residents who were

**By J. MELFORD SANDERS**  
Vice President  
Hill and Sanders, Inc. (Ford)  
Wheaton, Md.

now patronizing the large shopping centers in the suburbs.

Economically we were forced to get into step with the moving population and concede that our downtown property would have greater value if put to other uses.

We took the challenge and at an investment of \$500,000 relocated in the suburbs. From the very outset new-car sales jumped 50% and have continued upward. Used-car sales were slower to respond in the new setup, but with continued promotion and the excellent condition into which we are putting used cars, a similar pattern is es-

tablishing itself. Monthly service volume has been gaining steadily a minimum of ten per cent.

Moving to the suburbs entails a new set of problems. Conferring with the Maryland National Capital Planning Commission on expanding areas offering a potential for our services, we located right in the heart of a booming town.

We leased a 76,000-square-foot location that placed us on a six-lane highway right in the center of a fast-growing suburban town with 25,000 dwelling units of relatively new homeowners in the immediate neighborhood. With a department store and mail order house among the 55 stores projected for the business section plus a 6,000-car parking lot, we shall find ourselves ultimately at the hub of a series of criss-crossing highways.

Concentrating services alongside the service lane is a step- and time-saver for this dealer's customers.



This fishpond with lily pads helps divert customers waiting on a job which calls for more time on r. o.





This shop was set up in T formation, with double-lane aisles for entry and exit, saving time jockeying cars.



Plenty of room was provided for cars to get in and out from highway—an improvement over downtown site.

with no Ford competition for five miles around. Looking ahead to future growth, we bought an adjoining piece of land and can double- or triple-deck when the need arises.

Having come from a six-story building that took special personnel for car jockeying, we were determined to have a one-story building and to get away from the many columns that obstruct car maneuvering in a shop.

We have a 72' span in the shop, clear of columns, providing space for 24 stalls departmentalized into customer labor, new-car get-ready and body work.

Three 24' doors—one entrance and two exit—open onto double-lane aisles in a T-shape formation. That is, a car coming into the shop

from the service lane may drive right through one end of the shop and leave by the rear exit without making a turn, or be driven into one of the 24 stalls flanking the double center lanes. Easy entrance and exit were accomplished by this layout, and also easy car movement without time loss. No jockeying personnel now add to our payroll.

We have eight gas heating units and eight thermostats to maintain the shop at a constant 68° to 70°. When a door is thrown open, temperature in the immediate area is maintained by reaction of the thermostat. Fluorescent and natural lighting combine to make good visibility for close work in any location of the shop.

The shop floor slopes toward a center drain. Racks and compres-

sors at the walls keep the floor areas more spacious and freer for activity. We avoided a front-end pit; all attachments were placed on a hydraulic lift frame so that more than one mechanic can work on a car. Ten hydraulic lifts, transmission lifts and engine lifts help keep our shop working efficiently.

A newer device we have added is an oil drain that carries off oil to a central 500-gallon drum under the floor, eliminating the small drums that usually stand around a shop for this purpose.

The shop is a bright, light, clean and spacious area inviting to customers and confidence building in its modern and efficient look.

The waiting room, a part of our seven-car showroom fronting the street, was made especially inviting to customers waiting for longer jobs on their cars. A built-in fishpond with lily pads relaxes the waiting customers. We have also had very favorable comment on our customers' corridor 15' by 30' where a concentration of services, including cashier, information, service manager, parts window and general offices, is to be found.

At present 26,000 square feet of our operation is under cover, 44,000 square feet of parking and display open. Our service lanes are under cover along with our used-car office. A six-foot glass-and-aluminum cubicle, the used-car office is air conditioned in summer and warmed in winter with radiant heat in the floor.

A problem that any dealer relocating will have to face is making himself known to his new neighbors. Because our name was associated with the downtown  
(Continued on page 108)

Like other mechanics, Hubert Routt's proud of his long record of skill.



## Dealers Eye New-Model Year



# Same Gross \$\$ from '60's?

**A**BOUT the same gross profit from 1960-model sales as this year but greater gross from all departments are among the expectations of Southern and Southwestern franchised car dealers on the eve of the debut of the '60 models.

Respondents to a survey mailed to 450 showed many dealers clearly felt that how well their profit runs in this new year will be determined by the quality of management—how well a heavy hand is kept on overhead and brakes on any inclination to sell with or without profit. Competition will limit the profit to be realized, it was pointed out repeatedly.

Dealers answering the survey showed:

Sixty-five per cent expect the same gross profit from new-car sales as this year.

Thirty per cent anticipate higher gross.

Five per cent look for less gross.

Embracing all departments, the dealers said:

Forty-eight per cent look for higher gross profit than the year ending.

Forty-eight per cent look for the same gross profit.

Four per cent look for lower gross profit.

Throughout many of the reports ran a feeling that because car sales have not come close to the record sales of 1955, and since the national economy and per capita income have shot much higher in the interim, it should only be logical to find a far greater demand ready to greet the '60 models.

Some former Dodge-Plymouth dealers expressed satisfaction with losing the Plymouth franchise in favor of the new small-Dodge Dart, but some were not so sure this would help their cash registers.

J. E. "Jimmy" Fowler of Fowler Buick Co., Jackson, Miss., said he looked for the same new-car gross

**By BILL HERBERT**  
Editor

profit this coming year as the one ending.

"Hard work will maintain about the same gross in this competitive business," he said.

"We are doing a better job of management and expense control that will help our gross position. In addition, we are merchandising our used cars and thereby we pick up additional gross profit.

"To sum it up, we are more interested in how much gross rather than how much volume. When we sell something we make money."

Some "Big Three" dealers were elated over the coming of the Chevrolet Corvair, Ford Falcon and Chrysler Valiant in the economy-car field. On the other hand, some Studebaker Lark and American Motors Rambler dealers admitted these units would give them a run for their money.

Arthur O. Clarke of Hunter Motors (Rambler), Alexandria, Va., said he looked for a drop of 50% in his new-car gross profit because of the "entry of the 'Big Three' into the compact market."

He calculated his over-all gross profit — from all operations — would decline 35%.

Dayton L. Russell of Chambers-Lazenby Motor Co. (Ford-Mercury), Monroeville, Ala., predicted a rise of 10% in his firm's new-car and over-all gross profit because of "better business generally. More people will probably be employed. Our 1960 line will cover more of the market."

The same gross profit this new year as the one ending was foreseen by E. L. Irwin of Meeker Motor Sales (Ford), Meeker, Okla., due to "the general economy and the attitude of customers seems good and should stay that way."

T. J. Ehemann of Ehemann Mo-

tor Co. (De Soto-Plymouth), Atkins, Ark., declared, "There are a large number of people waiting to buy the 1960 models." He looked for the same gross profit as in the year expiring.

L. O. Taylor of Taylor Pontiac, Inc., and Taylor Rambler Co., Dallas, Texas, expected the same gross, too, because "I feel I or any other dealer cannot sell for any less profit and I don't see where competition will let us make any more in 1960."

He added:

"I feel there is room for us to make more dollars in our service and parts departments—not percentage markup but more volume. I believe the new-car dealer will have to fight for our rightful new-car service by doing a better and more willing service job than he has done in the past.

"In other words, he must sell and keep sold all new- and used-car customers—keep them sold on him."

One well-known veteran Dodge dealer of South Florida said he looked for a 50% increase in gross profit from his new-car operations and a rise of 20% in his over-all operations due to "our having a complete new car with much broader price coverage.

"Next year Dodge dealers will not have Plymouth but there will be less dealers handling the small Dodge than are now handling Plymouth, so we expect to have a little less competition among the dealers selling the same make car.

"This year it has been just about impossible to make any money selling Plymouth due to competition from dealers selling the same car.

"Dodge trucks for 1960 also cover the market better than in 1959 and we should sell more trucks."

Conversely, W. M. Schwab of  
(Continued on page 114)



# What the '60 Crystal Ball Shows

**W**HEN we in Service peer into the crystal ball looking for the '60's, just what are we looking for? Trouble?

Whether they be long, short, small, medium or big, we will have some of it.

Sure, we are going to have some water and dust leaks, brake squeaks, sheet metal misalignment, squeaks and rattles. But haven't we had those before? This will be no different than the transition from the Model T to the Model A, or from the Stick to the Automatic.

As in the past, we will sometimes wish that the engineers and assemblymen had done a better job. Also, as in the past, we will find that basically there is not much wrong in design or mechanically.

Most of us have had enough experience to know that with the help of our factories and allied field service engineers we can overcome any mechanical problem we may encounter. So, it is not the mechanical problems that we should be concerned about. It is the same old problem of "Human Engineering"—with the customer and with the employee.

We can recall many cases where a specific car, which was just like hundreds of thousands of others that were operated by satisfied owners, was never able to satisfy a specific owner. Yet, when the car was placed in the hands of another owner, it gave perfectly satisfactory service. This is conclusive proof that, basically, they are all good.

Therefore, our problem will not be so much with the product we will have in the '60's, but rather it will be, as always, with the owner and/or the operator.

We can overcome many of the problems by getting them off to a good start. By this we mean seeing that the '60's are given the proper pre-delivery service.

If we just wash and lubricate them before deliv-

**By E. M. LOWERY**  
Technical Editor

From his nearly 50 years' experience in service Ed Lowery scans the future and tells fellow service managers what appears to him on the horizon as the '60 models prepare to bow. He directs a shop force of almost 100 as director of service at Lander Motors, Inc. (Dodge-Simca), Atlanta, with annual shop volume above \$500,000.

ery, we are inviting trouble. A new vehicle should be thoroughly serviced and tested according to the manufacturer's procedure.

When the car is delivered to the owner he should be shown how all of the various accessories operate. He should be introduced to the service manager and shown the service facilities which are at his command. In this way we may gain his confidence in the beginning. Retaining that confidence is the duty of every service department employee.

Having confidence in the shop's ability to take care of his needs will cause him to overlook some of the small details about which, otherwise, he would complain and blame the car.

Keeping his confidence can be quite a job. We must take care of all of his requests—large and small. We must do the job *right the first time*.

And we must keep our promises and have his car ready On Time.

Yes, in the crystal ball with the '60's we see the customer.

How well we satisfy him will determine how well he is satisfied with his '60.

# Brake Jobs Don't Brake Your Profit

By **JACK GIBSON**  
Owner, Alexandria Auto  
Service Center  
Alexandria, Va.

**T**HERE'S good money in brakes—as good as anything you can do in automotive repair.

Brake work lends itself to faster turnover than engine work, for example. But you do have to have the knowhow, machines and alert interest to spot needed brake work on the cars coming into your shop. We find brake jobs by checking every car that comes in.

This car here, this Buick, is in for an automatic transmission overhaul. We took a few minutes to pull a front wheel. Brake lining is so thin that the brake drum is scored. The owner was completely unaware of the condition of his brakes but when I point this out to him, I know he will agree to a brake reline job and drum turning.

That is how we find the major portion of our brake jobs, though we do put out 2,500 circulars from time to time promoting a brake special. The first six months of '59 indicated a gain of 11% over '58, with close to \$9,000 in brake work. The year may close just reaching \$20,000, which will be a gain of 11% over '58.

Dealers and gas stations in the area send us their brake work, which accounts for a certain portion of it, also the good word spread by customers who feel we have given them a competent job.

Because prime safety is involved in having good brakes, brake jobs are not hard to sell. Very few will say "skip it" when you tell them a master cylinder is leaking and the brake lining is ruined. About 90% will want you to go ahead, sight unseen.

We sell a good many brake jobs over the telephone. Cars are left in the morning for some job and



**Top:** Jack Gibson reminds a mechanic of importance of cleanliness in brake work. **Above:** The author, at work on a brake job, chalked up a gain of 11% in brake service the first six months of 1959.

because we always pull a wheel, we discover a brake job. Many of these people are our regular customers who trust us implicitly.

When we show a customer that his grease seals are leaking grease onto the brake lining and that he needs new seals, we write across the repair order "No Guarantee" when he refuses to have this work carried out. I can recall a case where we were told to go ahead and put a new brake lining in but could not sell the customer on a cylinder overhaul.

Do you want to increase your brake work? Check every car. The

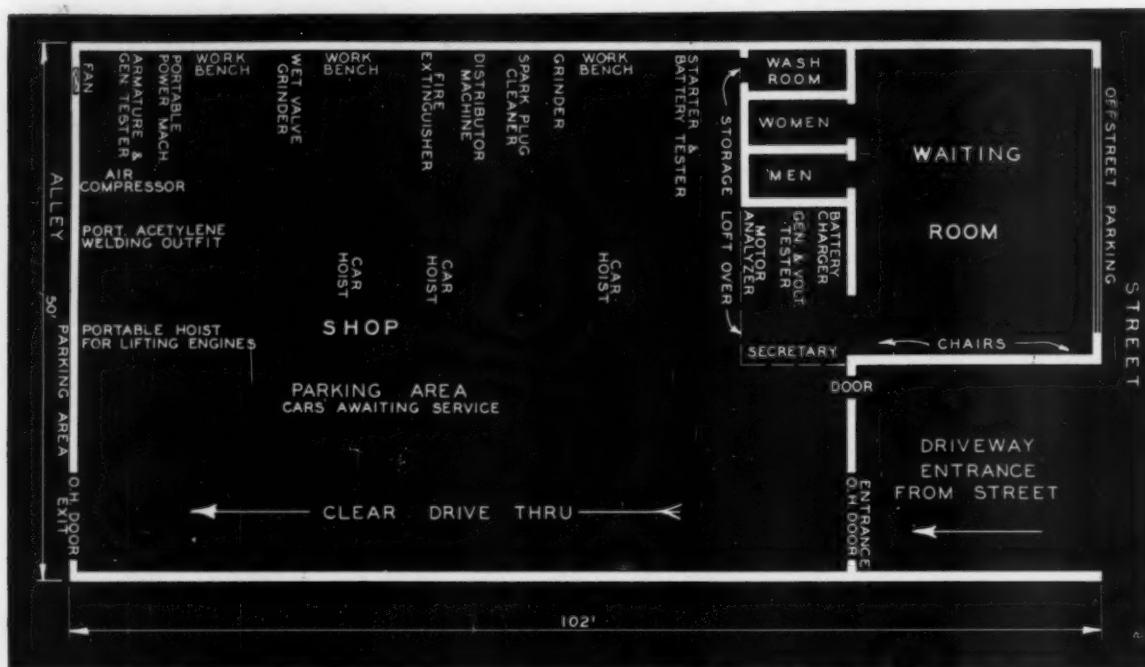
more cars you check the more brake jobs you will find.

This is quite typical:

A man came in for a \$2 brake adjustment. I found all adjustment gone; I had to pump the brake to get any pedal. Bleeding the brakes, I found a leak. This car needed new shoes on one wheel, an overhaul on a cylinder on one wheel, replace the lining in two wheels. So a \$2 sale became a \$34 sale.

When we put out a brake special promoting it by handbills, we offer a \$12 labor charge plus parts.

(Continued on page 102)



# Designed for Shop Growth

**F**OUR years ago R. L. Powell, a Nashville, Tenn., garage operator, was faced with a severe alternative:

The owner of his building notified him that if he wanted to remain at the location he occupied, he could renew his lease at a rental increase of over 300%.

Powell had learned that prices in general were moving upward but 300% was too much inflation to swallow at one gulp.

To make a tough situation more difficult, his landlord told him he would have to sign a five-year lease even at the higher price.

Seeing he would have to pay up or else, he chose the "else." He left this long-occupied location and, like Abraham of old, started looking for new working quarters, not knowing whether he was going. However, nine months later he knew where he was going for he was already there. After being out of business three-fourths of a year the R. L. Powell Garage is now a building erected to meet the important needs that Powell needed all along but didn't have. He now feels that the nine months

By **ROSS L. HOLMAN**

non-operating time was not a sacrifice but some of the most profitable months of his life. It gave him time to use his head more than his hands.

During that time he thought out all the things a modern garage ought to have. Most important, he had learned by years of experience in the downtown rented building what *not* to have. Among other things, he built on ground at a reasonable, but not a great, distance from the expensive downtown section.

At this location he could spread his building over a lot more square footage without paying a king's ransom for the extra ground space. Now he realizes how important it was to smoother operations to accumulate plenty of indoor room.

It all added up to more congenial public relations not to have shop men and customers bumping against each other when moving traffic in and out.

One can see from the accompanying floor plan how Powell

bettered himself. One important improvement is both a front entrance and a rear exit for cars. In the old building there was no rear exit. Cars could head in, but to get back out they usually had to back and squirm like nobody's business. It meant the risk of backing into other cars, especially when a customer was at the wheel.

In the accompanying diagram you will see a completely clear thruway. The work area for all the equipment and the mechanics is on the opposite side. That leaves quite a bit of space in between sides for the operations to grow. If shop work builds up to the need of more working space, both the right and left sides could be used for repair and service, while the pass-through aisle for cars could be shifted to the center.

By designing the shop for better working conditions and more customer convenience Powell's gross income jumped 60% the first year over the last year in the rented building. At the end of the third year it had increased to 100%. His fourth year is now ending.

Besides allowing his working force more room, he dreamed up some construction gimmicks that gave his mechanics comfortable year-'round working conditions. The overhead gas heaters are suspended immediately over the mechanics' work area.

"Even on the coldest days," explained Powell, "the mechanics are comfortably warm and their fingers never get cold in handling their tools and equipment."

At a rear corner of the shop, immediately behind the work area, is a large fan that keeps the entire work line cool and pleasant in the summer. Another large fan in the roof drives out summer heat and disposes of undesirable fumes and gases.

## Another in Blueprint Series

**Here's another in the popular series detailing garage plants which have proven successful. If you think you may someday expand your building, or start from scratch on a new one, maybe you'll want to file this material. Others already printed in the series will be supplied you upon request—until the supply's exhausted.**

One item of shop equipment of which he didn't have enough in the old building—and wouldn't have had room if he had tried to use them—was car hoists. He now has three two-post hoists, with all the convenience and saving of time they mean in smooth working conditions. They have not only made servicing easier but enable Powell to lead a customer under his hoisted car and convince him of many things needed—perhaps a new muffler.

He said this innovation itself has helped him satisfy his customers on many repair needs they felt were unnecessary.

The hoists also cut down labor time 25%, he said.

There are four mechanics, each with a work stall ten feet wide. There are skylights over the workbenches that, along with neon lights, provide optimum lighting conditions. There is a six-foot light over each workbench.

One thing that had impeded work in the old rented building was windows directly in front of the work area. Powell said the



Finance companies wouldn't believe it but this garage was built so it could be used as a supermarket or furniture store—just in case. In top photo Garageman Powell (left) and a mechanic check work being done in this modern shop. A view of the line appears in photo just above.

outside view through these windows distracted a mechanic regardless of how he tried to prevent it. There are no windows fronting the new work area.

Each mechanic has a rolling tool cart on which to lay a wrench, screwdriver or other tools as he swaps them about. The tool cart has five shelves. When a mechanic moves to another position, he carts every tool to it with one push.

Another innovation that adds up to more satisfied working conditions and better customer relations is a front waiting room walled off from the shop area. It

has comfortable chairs and rest rooms for men and women. The front end of the shop has a large cloak and wash room convenient to mechanics at all times. It is immediately under a loft on which is stowed little-used equipment and merchandise.

Under one part of the loft is the secretary-bookkeeper's quarters. The lady filling this position is Janet Powell, R. L. Powell's daughter, recently graduated from high school. Her quarters are near the customer's door into shop, making it convenient to greet them

(Continued on page 119)

This 14" x 11" form is the same on each side. It has saved this garage many hours in searching for job records.

## Quick Job-Order Reference

**M**AINTAINING a special work-record book in which every customer's service orders are recorded for the entire year has halved the time required to check back on any specific job performed in the past at Stinson Garage, Corpus Christi, Texas.

H. C. Stinson, owner, fretted over the time wasted when it was necessary to check back on any shop order, until he finally decided to compile a concise record of every job performed and keep the basic record handy at all times as a means of tracing any past service order performed and its record filed away.

Stinson devised a ruled sheet 14" wide and 11" high, printed to carry a year's record of six differ-

By RUEL McDANIEL

ent individual customers, three to each side of the sheet.

Along the left-hand margin of the form are printed captions and blank spaces in which each customer's name and address are written.

Immediately to the right of this open area are printed the name of each month below the other, in each of the three sections on each side of the sheet. Across the top of each section of the form are printed the dates, from 1 to 31—one for each day of the month.

The sheets fit into a looseleaf binder.

When a customer brings in his

car for the first time, Paul McGregor, shop superintendent, writes out a job ticket as usual. After the job has been completed and the ticket goes to the office and before it is filed, the new customer's name goes into the record book. All that is entered here are the customer's name, address and the job ticket number. The ticket number goes under the date printed on the sheet on which the job was done.

Thereafter, when the customer brings a car in for service, the job ticket goes into the record book under his name and under the printed date on which the work was done. Whether the customer has one or several cars, all service

(Continued on page 111)

# FORD'S FALCON

**F**ALCON, Ford's entry in the American economy-car contest, bowed this month.

The 109½"-wheelbase, six-passenger unit is powered by a 144-cubic-inch, six-in-line overhead-valve engine, with a 3½" bore and stroke of 2½"—one of the shortest in the industry.

Driveshaft is 2½" O.D. with standard U joint front and rear. While developed specifically for the Falcon, the axle is of conventional design, using what was termed unique wheel bearings and gear sets. The 3.10 axle is coupled with a transmission having a 3.29 low and 1.75 second gear.

"This combination with 6.00 tires mounted on 13" wheels provides lively performance and excellent economy for this type vehicle," Ford officials commented.

The front suspension, while somewhat different from some familiar types, uses the basic principle of front-end construction previously on the Ford car. The difference is in the placement of the spring and shock absorber. On the Falcon these components are mounted from the upper arm to a tower in the sheet metal of the body.

"This type of mounting presents no problems, gives definite advantage to the customer since it improves stability and allows for more stable ride," Ford engineers said.

The lower arm and the stabilizing strut form the so-called "A" frame and serve to guide the lower part of the spindle as the wheel moves from jounce to rebound through its geometry.

The over-all ratio of the conventional steering system is 27.0:1, using a recirculating ball steering gear and linkage with steel joints. Steering wheel is 17" in diameter and of the deep-dish safety type employed on Ford products in recent years.

Engineers claimed that the nine-inch-diameter brakes were unique—"the next thing to power brakes without the use of power that this



company has been able to develop." They have 30 less pieces to service than the duo-servo brakes in use today.

While the standard transmission is a three-speed synchromesh, the Fordomatic automatic transmission which is offered with the Falcon is two-speed with 10¼" converter. Both transmissions have an aluminum case and extension.

The rear suspension is the Hotchkiss type, incorporating five-leaf rear springs with a large isolating front eye bushing, sea-mounted shock absorbers and axle insulator to minimize any noise transfer from road to passenger.

This is a three-quarter left-rear view of the Falcon engine.



The over-all length of the two- and four-door sedans is 181.1" and over-all height is 54.5". Width is 70". Shipping weight of the two-door is 2,245 (est.) and the four-door sedan 2,320 (est.). Front tread is 55" and rear is 54.5".

Effective leg room is 44.6", effective head room 38.9", shoulder room 55.6" and hip room 57.1" in the front seat. Effective leg room is 40.1", effective head room is 37.3", shoulder room is 55.4" and hip room 56.8" in the rear seat.

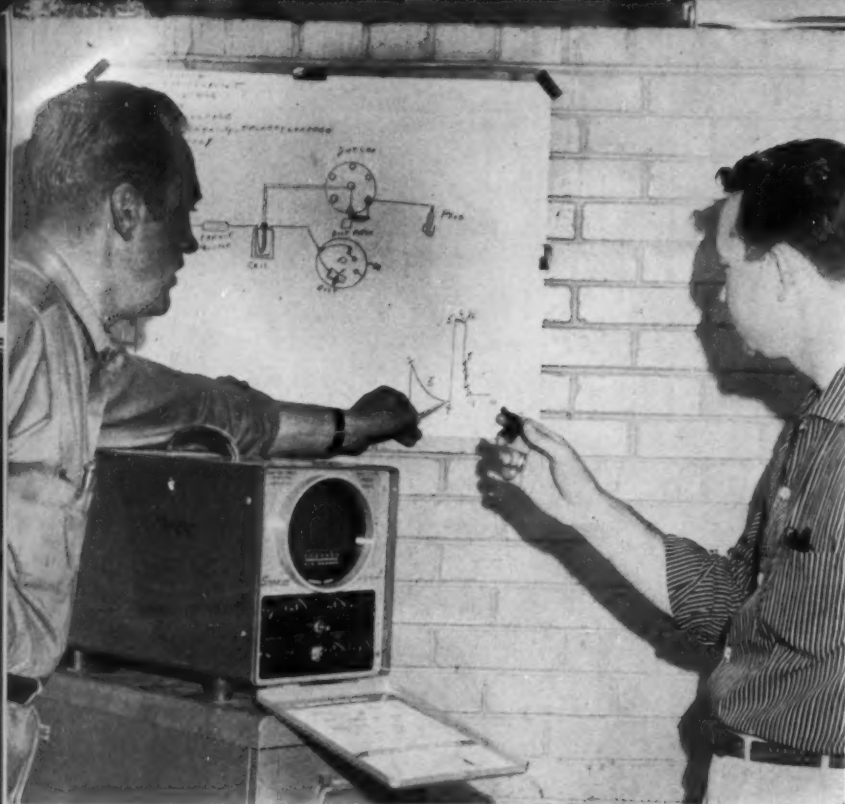
The carburetor has a single throat. Horsepower, torque in pounds feet and brake horsepower were not revealed in advance. The four main bearings are of the replaceable-insert type. Crankcase refill capacity is 4.5. Water capacity is 8.7 quarts. Air cleaner is of the dry-replaceable type. Fuel tank holds 14 gallons. Without a spare tire the trunk capacity is 24.5 cubic feet. Voltage is 12.

Turning diameter is 37.7'. Brake drum size in front is 9.0 x 2.25 and in rear 9.0 x 1.50. Brake area is 114.3 square inches.

While some dimensions are distinctly shorter, the Falcon offers full six-passenger capacity, said the engineers, by, among other things, minimizing the door thickness.

The roof shape, with its two-directional crown and minimum  
(Continued on page 148)

—By—  
**C. THOMAS**



Stauffer (left) uses his home-made chart to help explain what the scope finds wrong with this customer's ignition system. Such explanations have paid off because "referrals by happy customers keep my shop full."

## SCOPE ENDS "IFS"

"SINCE I've had the scope," said Norman Stauffer, "I haven't had one single comeback."

Norman is the mechanic at June Heidrich's Humble Service Station, 2901 Fort Boulevard, El Paso, Texas.

Just a short time ago Stauffer was going through an ignition school, sponsored by a local parts jobber, where, among other phases of the course, he was taught how to use the scope.

"It was a lot to remember," Stauffer confessed, "and to help myself I drew up a rough chart and placed it on the shop's wall."

This chart not only simplifies reading the scope as far as Stauffer is concerned, it's a boon as far as instilling confidence in the shop's customers.

"It would be impossible without a scope to track down what's wrong with modern cars that limp in here," Stauffer said. "A scope takes the 'iffy' out of diagnosing.

"Take, for example, this MG sports car. Obviously something was haywire in the ignition system. The owner had recently had a tune-up elsewhere. Nevertheless, the engine wasn't performing."

The plugs were new. The points were new. And the battery checked out satisfactorily, as did the coil.

"The trouble could have been in the carburetor," Stauffer explained. "I'd just finished up a job where the scope had cleared the ignition system and I located the trouble in the carburetor, where a small particle had worked under and was fouling up a small jet."

"I tried checking the cam angle on this MG with my dwell tach. It wouldn't work on this four-cylinder engine, but I remembered I could check the cam angle with my scope, after reminding myself from the chart."

The cam angle checked out perfectly on the scope.

"The scope pinpointed the

trouble at the distributor. I took out the rotor, looked it over and could see nothing wrong. But sure the trouble was in this area, I took a chance and put in a new rotor. That solved the problem."

On checking with the scope, Stauffer uncovers trouble areas in the most unlikely places. "Many times I find the trouble is with a faulty ground cable—usually a bad connection. And I find a big percentage of cars need new ignition wires, as well as new plugs. Out here a lot of motorists have their engine steam-cleaned often to knock off the accumulation of dust adhered to the grease, and the steam and the grease ruin the wire's insulation."

Using the scope permits Stauffer to check out the engine's performance without road-testing it, bringing it back to waste hours trying to track down, by trial and error, where the trouble is, then more road-testing.

On one job Stauffer found the points burned somewhat.

"But the scope cleared this area. Fact is, the scope cleared the entire ignition system. Trouble, again, was in the carburetor. Working on the ignition system would have cost my customer needless expense—and done him no good," he said.

Explaining the ignition system with the help of Stauffer's home-made chart amounts to a driver's educational program. Taking the time to explain how the ignition system functions arouses more interest on the customer's part, and he is satisfied that he paid only for what was needed to get his car back in top condition.

"Customers resent paying for a mechanic to experiment, especially when it's his car that's being used for the guinea pig," the Texan said.

The chart is self-explanatory for anyone owning or knowing the rudiments concerning a scope and it is quite simple to draw.

How well the shop operator handles the customer often spells the difference between net profit and loss. Here's where modern equipment plays its role, easily convincing the customer that a shop management is out to do a good job that will save having that customer return with a complaint a day or two later.

Don't underestimate a customer you want to patronize you.



Mechanic Russ Rowalt lifts engine from car with overhead hoist as another overhaul is about to be started.



Rowalt points to an oil leak as he shows a customer where the lines connect with the engine's oil filter.

## \$18,000 a Year in Overhauls

**M**OTOR overhauls are bringing us \$18,000 a year. We average about three a week; five years ago we were doing less than one a week.

With a prime aim of doing a dependable job, we find that our passenger-car customers on motor overhauls are spreading the word to commercial outfits. Motor overhauls on industrial equipment and even farm equipment are coming our way. We are taking them all.

Any day of the week you will find a motor overhaul in process, one waiting on the lot and one that may turn up with the next phone call.

A special stall for motor overhauls, removed from the mainstream of faster turnovers, and plenty of space on a lot for waiting overhauls are a great help.

And I would make one other requirement basic: your mechanic doing them has to like overhauls and understand them. For this is not a replacement job but repairs.

Nor can overhauls be piece work paid on some 50-50 plan. This is no quickie he can whiz through to increase his earnings. Your profit depends on the thoroughgoing job you do the first time.

A motor overhaul on a four-cylinder engine brings better than

**By DAVID R. SHAUB**  
Owner, Montrose Garage  
Rockville, Md.

\$100; on a six-cylinder, about \$150, and on an eight-cylinder, \$225. If pistons are bad, there's another \$8 for the shop. We do everything but reboring, which is sent out. In February this year we had 11 complete overhaul jobs, including rebores.

A car may roll in here complaining of no power. We road-test, pull plugs, test compression, check gaskets—checking the engine thoroughly. But whether we do an overhaul depends on whether the car warrants that expenditure of money by the customer. If the cost exceeds the car's trade value, we question advisability of overhaul.

We put a few questions to the customer too to determine how long he is going to continue using the car, where he uses the car, for what purpose, what his future car plans are. We have had badly battered cars coming in here that were not worth \$30, but when we learned that the customer just used it around his farm, we recommended an overhaul on his four-wheel-drive engine.

On the other hand, we advised

trading in a '47 car where a motor overhaul would have been more costly than the amount the car would bring in a trade.

Again, a '46 car which under any other circumstances was not worth an engine overhaul got one from us because the customer planned holding onto his car for as far ahead as he could see.

A skilful motor overhaul will put a car back in good, smooth performance, reduce costs of high oil consumption, give better gas mileage and in general cut back on maintenance costs.

The first thing we do in a motor overhaul is steamclean the engine inside and out before starting to remove all dirt.

An overhead chain hoist with three-part lift removes the engine from the car. Equipment to overhaul, including motor analyzer, strobe machines, timing lights, refacing machine, expansion reamers, machines for fitting rings, pins, main bearings and the various gauges, mikes and wrenches, is situated in this stall and represents approximately a \$5,000 investment.

We had a customer drive his car in believing he needed a motor overhaul because oil consumption was excessive. Checking the fuel

(Continued on page 112)



# Too Much "Distribution"— Not Enough Customers?

**S**OUTHERN AUTOMOTIVE JOURNAL decided to get opinions from jobbers and distributors on the confusion prevailing and expanding in the automotive aftermarket when Editor Bill Herbert received this letter:

"Dear Bill:

"Where do we go from here?"

"I'm puzzled. The picture in my crystal ball is blurred.

"When a group discontinues a line, that manufacturer is apt to start ringing the members' door bells and offer them individually the same deal they gave the group.

"Each manufacturer wants the jobber to call himself a distributor and start selling jobbers who are already calling themselves distributors. Reminds me of a bunch of salesmen in the lobby of a hotel selling each other.

"New jobbers are opening up so fast and in such unlikely places that when you go to work some morning you may find one in your

**By BARON CREAGER**  
Southwestern Editor

basement.

"Maybe at my age I shouldn't let these things bother me, but they do.

"Best regards,

(Signed) "Bill"

This letter from Bill to Bill is no phoney. The Bill who signed it is W. M. Goodsell, vice president of Simmons Parts Co., Inc., Staunton, Va., and a highly respected veteran of the aftermarket. What he put on paper is approximately what is so often on the minds of automotive wholesalers and distributors wherever one goes. Some clothe the idea in different language, but it reads the same when decoded:

"Too many jobbers, not enough customers."

SAJ hoped to have more written opinions to produce than appear

here. Half a dozen didn't want to be quoted until they had time to think it over. Then they would write a letter. They never did, probably because, as one explained, he didn't want to stick out his neck.

There are some opinions that cannot be credited to their source. Such as that by the wholesaler who complained about the "double-dip" operators, those who sell to one level of the market with one hand, to another level with the other hand. Another asked, "What am I going to do: sit here and break even?" And one of those quoted thinks much of the trouble results from the delusion that the best way to get rich quick is to get into the jobbing business.

Meanwhile, none seems to have a clear and concise idea of what can be done to correct the situation. The consensus seems to be that "the factories" can do something about it, but this belief is voiced

## Turmoil in the Distribution Trade

**Car dealers, garage operators and service stations may be interested in the problems in distribution which have arisen since World War II and are mushrooming now in all sorts of forms—often called "multiple distribution"—to plague the aftermarket industry. Veteran jobbers here point up the picture and deplore the absence of solution.**

without ringing conviction.

One jobber, whose opinions appear here, but who prefers to be unidentified, says flatly, "There is no solution." He amends this by adding that the factories have the solution, but will not apply it, since many factories take the view they have nothing to lose, be it two or 50 outlets.

One of the most studious, painstaking opinions is this from Stanton Thatcher, president of 1st Supply Co., Inc., Amarillo, Texas:

"Many people in our industry say you either have to be a warehouse or a jobber - that you cannot function as both. I do not subscribe to this theory. I certainly believe a warehouse distributor can perform and succeed as such.

"In order to be sure we are all talking about the same thing, I feel I should outline my views and definitions as I understand them regarding our industry.

"1.—A warehouse is a firm that handles a number of lines (possibly 15 or 20) and is supposed to carry complete stocks of these lines. They sell only to jobbers or auto supply stores. Do not have a counter, delivery service, etc. The accounts they sell must be approved as jobbers by the various manufacturers and the sale is made at a specified cost price to the jobber, established by the factory. The warehouse is then paid a warehouse commission or functional fee for distributing the merchandise to the jobber.

"2.—A jobber is an auto supply store that sells to dealers only, these being independent garages, fleets, car dealers, service stations. These 'dealers' in turn sell to the consumer or public.

"3.—There is another category which is generally referred to as wholesale distributor. This account acts as a warehouse for many factories, sells at their cost and is paid a functional allowance or warehouse commission to dispense

the merchandise to factory-approved accounts. These specific sales must be reported to the factory before such commission is paid.

"The wholesale distributor also sells to garages, car dealers, service stations and fleets. On these sales, of course, no warehouse commission is paid by the factory. It is generally conceded that 50% of a distributor's volume is the maximum amount that should be sold to approved jobbers. A great many distributors feel that 33⅓% is a more realistic and sought-for volume for redistribution.

"4.—Other suppliers or competitors consist of oil companies which are set up as distributors by the factories, car dealers which are set up as distributors by the car manufacturer, implement dealers sold by the implement manufacturer who buys from a factory and chain stores which sell direct to the public and buy from the factory as a warehouse.

"Now comes our problem:

"1.—The strictly warehouse type of account is increasing. As this competition increases, the tendency is for them to promote and open up more auto supply stores. Their operation must have volume to exist and many good dealers are therefore made jobbers in order to help this volume problem. This is nothing more than price cutting.

"2.—The 'neighborhood' auto supply store sells much of its merchandise to the consumer or the 'do-it-yourself' group and these sales are mostly made at some reduction of list price, generally 25% off. These 'stores' generally stay open Sundays and evenings. When they sell the consumer, they are cutting into the car dealer, garage and service station's business. Of course, they are also competing with the chain store type of outlet.

"I hesitate to criticize a situation unless I feel I can offer some sort

of a solution. I am stumped at this point.

"There are just 'too many' of everything in business, too much competition in most every line. There is too much wheat and other farm products, so Congress employs subsidies and tries to control production. Maybe the factories could better control some of this excess distribution, or maybe there are too many factories?

"When you consider the many 'captured' customers such as factory-controlled car dealers, oil-company-controlled service stations, we just don't have enough customers to support the many entrepreneurs serving transportation. If the situation isn't corrected, then the 'lash of economic necessity' might step in and eliminate the cutting of the pie into too many pieces.

"The small auto supply store doesn't 'go broke,' he just stays open later."

W. F. "Bill" Barbee, president of Voss-Hutton-Barbee, Little Rock, Ark., believes that with only a fixed amount of business in a territory, the saturation point will eventually be attained and then it will be a matter of survival of the fittest.

"A lot of people believe that all they have to do to get rich quick is to get into the automotive business," Barbee commented.

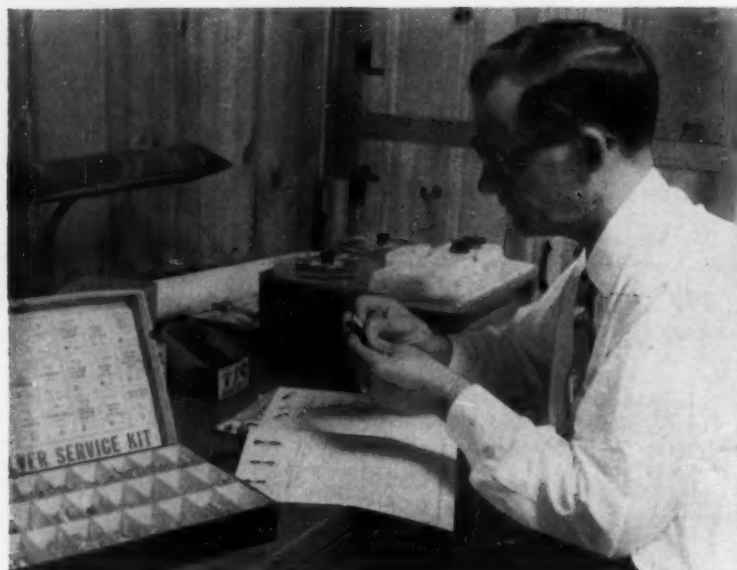
"As for the distribution situation, jobbers surely realize the advantage in buying from a distributor who can give fast service. We don't hear nearly as much about buying direct as we used to. It is better for them to buy in small quantities and get the fast turnover. Without such a source, it would be impossible for them to start a business and operate at a profit.

"Right now the jobber in Arkansas has a nice deal. There are about five warehouses to draw

(Continued on page 120)



## SOUTHERN JOBBERS and FACTORY MEN



Sales Manager Hosie T. Fitzgerald studies heat-treated bolts as he listens to a factory tape recording on automotive bolts. His sales are up.

# Factories Spur Sales by Tape-Recorded Talks

**A** SEASONED Virginia wholesaler has learned:

Training salesmen through tape-recorded talks by manufacturers on their products can increase sales volume for both manufacturer and jobber.

A tape recording of a product's features can serve as a standing reference and refresher for older salesmen.

It can clarify the use of a manufacturer's catalog.

It can prove a valuable time-saver in training new salesmen.

A tape recording can preserve and retell a new and successful ap-

proach to selling.

A tape recording personalizes manufacturer - jobber relations, drawing them together in closer understanding.

Training by tape recordings has been tested and proved by C. Mason Phillips, president of Waynesboro Auto Parts, Inc., Waynesboro, Va., whose current 31 tapes describing features of fuel pumps, power brakes, piston rings, thermostats, lubrication equipment, generators and mufflers, among other products, as only the manufacturers themselves can tell it have made better-informed

and higher-earnings salesmen through the rise in sales of items whose tapes they have studied.

Said this wholesaler:

"If a manufacturer could give a personal talk on using his catalog, on the merits of his products, on new products he has added and new improvements in older products, both manufacturer and jobber would gain tremendously through better-educated salesmen.

"Opportunities to make sales would not be passed up through want of information or fear of embarrassment because customer questions could not be answered properly. Talking more intelligently about products would spark more sales. The threat of ever-increasing competition from car and truck manufacturers, tire manufacturers, oil companies and others would be ably challenged with well-informed and competent salesmanship."

Thirty-one manufacturers out of 100 responded to his request for tape recordings promptly and enthusiastically and ten others had tapes in preparation last month.

Phillips cited results from tape education right out of his own company. One of his salesmen, Hosie T. Fitzgerald, who had formerly conceded sales volume in automotive nuts and bolts to specialists, had jumped an average \$50 weekly sales volume to better than \$200 after studying a tape recording on fastener lines. More appreciative of the sturdier features of heat-treated bolts, he demonstrated this to himself and to garage and station operators by placing two bolts in a vise. Cap screws were similarly presented.

"I had previously only scanned the manufacturer's catalog before the tape came along," said Fitzgerald. "During a two-hour study of a tape recording, checking a box of nuts and bolts from stock, reading the box label more attentively, learning something about heat treatment, checking back with the catalog and testing my information with a demonstration, I learned more about bolts and nuts than I



With earphones on, salesman Clarence F. Simpkins listens to a recording on ball bearings just as he would in his own home. He studies catalogs while he listens.



President Phillips transfers a manufacturer's recording onto a master tape. More than 40 factories are aiding in this plan to save time and give sales a sharp rise.

had ever known before.

"The tape underscored the features that helped me do a better selling job. As a result I sold more and my earnings went up 10%."

A new salesman who had some acquaintance with automotive parts but was less familiar with catalogs, Clarence F. Simpkins, reported tapes proved invaluable keys to listings, classifications and references in catalogs.

Greater confidence in himself was developed as greater familiarity with lines was achieved through tape recordings and increased sales resulted.

"I had a very poor knowledge of automotive ball bearings until I studied a tape on bearings. After listening to the factory's explanation, I got a better understanding of bearings and a better grasp of their lines and my sales went up," said Simpkins, indicating he spent three to four evenings a week, several hours an evening, in his home training for better selling through tape recordings.

Commenting on Simpkins' performance, Phillips said, "As a new man Mr. Simpkins had difficulty finding an item in the catalog one day and got out the tape recorder and tape. He became so intrigued by the story on ball bearings that he replayed the tape three times. Now he's selling more ball bearings than all the rest of us put together!"

In another instance, a sales trainee holding down a job in another town but preparing to join the company in two months is now studying at his time and con-

venience 22 tapes on automotive parts from a recorder placed in his home by the company.

As with a new trainee, the older salesmen are permitted to take a tape recorder home over an extended period to familiarize themselves more thoroughly with lines. In the quiet of his home where he may be fully relaxed, a salesman is more receptive to product information.

At Saturday morning sales meetings a tape on one or two lines is played, the firm's president supplements with comment and offers an incentive bonus or prize for increased sales on that line the following week. A definite rise in sales has followed this procedure.

The company buyer also listens to new tapes to keep abreast of developments in the field and the shop foreman holds it important for his men to listen to tapes too.

At present Waynesboro Auto Parts has tapes on fuel pumps, power brakes, lubricating equipment, hydraulic brake parts, paint, paint-spraying equipment, batteries, chemicals, piston rings, anti-freeze, thermostats, ball bearings, fan belts, hose, power tools, mufflers, tire patches, vacuum cleaners, generators, chassis parts, shock absorbers, tire changers, electrical testing equipment and a talk on the machine shop's various operations by the shop foreman.

Eight were prepared in the office of the manufacturer, 22 by territory salesmen specifically sent to the Waynesboro office to tell their product story on tape.

"I had no knowledge of tape re-

corders 18 months ago," Phillips said. "I hit on the idea of training by tape when two of our salesmen left to go into business for themselves and I realized I would have to train new salesmen in a matter of weeks to replace them.

"Recalling a recent experience I had had with a tape recorder, I hit on an idea: Why not ask the manufacturers to train them by telling their product story on tape?"

He recalled his earlier experience of slow, tedious copying of needed information from car and truck dealers' catalogs, then speeding up the process easily and enjoyably with a tape recorder.

"Our first approach was to address ourselves to the manufacturers whose products we were selling to cooperate with our training plan by furnishing us with tapes on the merits of their products, new products, new improvements in products and an explanation on using their catalogs. We did this by letter and dramatized it later in a tape recording of personal appeal.

"We wished to get our story over in personal terms as if we were sitting beside him in his office, to impress on him the effectiveness of the human voice in getting a message over. We pointed out what it could mean to his company and ours. We received scores of fine letters and many more tapes are to be added to our library."

Waynesboro Auto Parts has four tape recorders—two in the hands of new salesmen, two in the office to make additional recordings on product features during a factory

representative's regular visit. The office recorders are also used to assemble individual tape recordings from manufacturers on seven-inch reels of 1,800' of tape.

Recording speed is reduced to 1 1/2" per second, a very slow speed now available on most late-model recorders. Seven-inch reels provide approximately six hours of playing time. These are so indexed that individual item or product recordings may be located within seconds and selected for individual playing without listening to the entire tape.

Recorders bought wholesale by Waynesboro Auto Parts cost \$130 each, or \$520 for the four machines. One recorder per four salesmen has been found adequate, with one for office use to transfer manufacturers' tapes to a master tape. A tape of 1,800' costs \$2.10.

"I would like to see tape recorders supplied to jobbers on a share-the-cost basis like electric clocks, electric signs, display racks, etc., purchased reasonably from manufacturers," said Phillips. "I see no reason why a \$130 machine could not be purchased for less than \$50 as more and more jobbers adopt a program for training sales personnel by tape recordings."

Future plans of Waynesboro Auto Parts include making recorders and tapes available to counter-men and other personnel.

### New York IASI Show Has 500 Displays

FIVE hundred displays of the latest automotive parts, supplies, equipment, tools and accessories will unfold before thousands of wholesalers and other automotive men at the 1960 International



Automotive Service Industries Show at New York's Coliseum Feb. 10-13.

The show, first to be staged by Automotive Service Industry Association and Motor and Equipment Manufacturers Association since the merger last year of NSPA and MEWA into ASIA, is expected to draw attendance from every state plus 30 foreign countries.

Feb. 10 will be set aside for ASIA members only. Feb. 11 will

## Biggest Customer: Garage

**G**ARAGES easily represent the biggest customer, as a group, for Southern and Southwestern wholesalers, accounting for more than a third of their sales.

A recent survey by SOUTHERN AUTOMOTIVE JOURNAL in which 634 jobbers participated revealed that garages account for 50% more business for these wholesalers than do car dealers and that service stations yield almost as much volume for jobbers as do car dealers.

The percentages showed garages yielding jobbers 36.53% of their sales, car dealers 25.35%, service stations 22.92% and fleets 15.20%. Not included were sales to other outlets, such as to other jobbers, to consumers, to state, county and city organizations, etc.

Arkansas reported the highest percentage of sales to garages—46.36%. Delaware, based on reports from only three jobbers, showed the lowest—24.67.

With 31.65%, South Carolina revealed the highest sales to car dealers—31.65%, trailed closely by West Virginia's 30%.

The three Delaware jobbers topped the list in sales to service stations—44.67%, with the nearest rival being the four responding District of Columbia wholesalers—32.50%.

Florida headed the fleet sales classification with its 25.43%, trailed by New Mexico's 22.31%.

Here is the breakdown by the 19 states and the District of Columbia in which SAJ circulates:

	No. of Replies	Sales to Garages	Sales to Car Dealers	Sales to Service Stations	Sales to Fleets
Alabama	47	38.09%	28.68%	20.66%	12.57%
Arkansas	22	46.36	21.45	17.95	14.24
Delaware	3	24.67	17.33	44.67	13.33
D. of C.	4	35.00	20.00	32.50	12.50
Florida	37	31.11	18.57	24.89	25.43
Georgia	48	36.14	25.31	22.88	15.67
Kansas	15	40.07	23.20	25.33	11.40
Kentucky	34	40.29	26.03	24.24	9.44
Louisiana	20	36.25	26.40	16.50	20.85
Maryland	16	38.13	20.31	24.56	17.00
Mississippi	30	33.00	27.84	20.23	18.93
Missouri	44	36.98	26.71	26.20	10.11
New Mexico	16	34.07	24.06	19.56	22.31
North Carolina	62	37.50	26.77	25.39	10.34
Oklahoma	26	34.81	25.77	22.31	17.11
South Carolina	26	34.69	31.65	24.85	8.81
Tennessee	35	35.14	26.57	23.89	14.40
Texas	86	41.13	20.81	19.90	18.16
Virginia	39	28.21	29.59	24.74	17.46
West Virginia	12	32.09	30.00	27.08	10.83
Miscellaneous	12	32.75	29.17	20.83	17.25
Total	634	36.53	25.35	22.92	15.20

be for ASIA members and invited jobber guests. Feb. 12 and 13 have been set aside for the entire service trade. Complimentary tickets can be obtained from jobbers. Already special transportation plans are being shaped by wholesalers who want to make certain that their customers see the new things in the service market.

The first annual convention of ASIA, of which Victor Toft of Omaha, Neb., is president, will be

held ahead of the show at Carnegie Hall.

### Herbrand Names Burk of Dallas

Appointment of B. B. Burk Co., 1142 National City Bldg., Dallas, Texas, as representative in Texas, Louisiana, Arkansas and Oklahoma has been announced by A. R. Karlovetz, sales manager, Herbrand Division, The Bingham-Herbrand Corp., Fremont, O.

## To Cruise Or Not to Cruise? Texans Will Decide at Dallas Next Month

A CONVENTION on board ship may be decided upon for 1961 by the Automotive Wholesalers of Texas, who are scheduled to make a decision on a Caribbean cruise when they gather in Dallas.

Consideration of the cruise as the 1961 "convention site" is one of the major items on the agenda for the 26th annual convention and sixth annual booth conference, scheduled for the Hotel Adolphus Oct. 21-24. The cruise has been under investigation for some time and all the facts will be presented after Fred D. Pinkston of Lubbock, association president, calls the first business session to order.

Although the cruise is last on the list of projects for business-session consideration, it is expected to be a principal topic of conversation. Other items to occupy delegates during the business sessions, according to G. C. Morris, executive director, will be a number of outstanding addresses, panel discussions of industry problems by members, reports from seven committees and election of officers.

In the business category, too, will be the annual booth conference in the headquarters hotel in which more than 100 manufacturers and their representatives are expected to participate.

There will be an abundance of entertainment for both men and women who attend. For the latter there will be an address, "Grooming, Glamour and Gumption," a brunch sponsored by a leading jewelry store and a two-hour tour. Both sexes will be attracted by a buffet dinner and the banquet and floor show.

Additional entertainment possibilities lie in the availability of tickets to special events presented in connection with the state fair of Texas, which will be in full swing at the time. These special events include the Icecapades, a variety show starring the McGuire sisters and the football game between Texas Tech and SMU, the latter a Saturday afternoon clash on October 24.

Guest speakers will include:

Lloyd L. Lott, manager of loss prevention dept., Bruce Dodson and Co., Kansas City, Mo., "Safety Is Important."

Dr. B. G. Gross, executive secretary, Northtown Industrial Man-

agement Club, Chicago, "There's Nothing Wrong with Me—Everybody Else Is Crazy."

W. W. "Woody" Callan, Central Freight Lines, Waco, Texas, "You and Labor Unions."

Hon. Wright Patman, U. S. representative from Texas, "Small Business and Washington."

Dr. Marvin Vance, pastor, First Methodist Church, Austin, Texas, "The Three Dimensional Man."

Victor L. Toft, Sidles Co., Omaha, Neb., and president of Automotive Service Industry Association, "The New National Association—Possibilities and Potential Strength."

J. M. "Jack" Heffelfinger, Booser-Test Management Service, Indianapolis, Ind., "Sales, Costs and Profits."

Walter A. Behrens, office and credit manager, S. X. Callahan, San Antonio, "How Are Your Collections?"

"Returned Goods" panel, featuring T. C. Watkins of Midland, J. M. Yantis of Fort Smith, Ark., and Frank Morris of Dallas, all well known in the industry.

William J. Smyth, regional manager, The Chilton Co., Dallas, "Pinpointing the Service Station Market for Automotive Wholesalers."

### Norfolk Store Moves

The Norfolk, Va., branch of Standard Parts Corp., Richmond, has moved to 3225 Granby St. (More Jobber News on page 164)

Top: ASIA President Toft  
Bottom: "Jack" Heffelfinger



"We have had a new building constructed after 34 years in business," reported E. J. "Ed" Neumeier, president, Neumeier Motor Parts, Inc., Houston, Texas, and a beauty it is (below). Aside from ample parking space the modern structure provides 22,500 square feet of interior. At left is part of the muffler and tailpipe space, which consists of five rows each 105' long. Tailpipes are on top, then 12" for exhaust pipes and 48" below for mufflers. "It is easy to put up stock and then easy to locate specific numbers for customers," commented this veteran wholesaler.



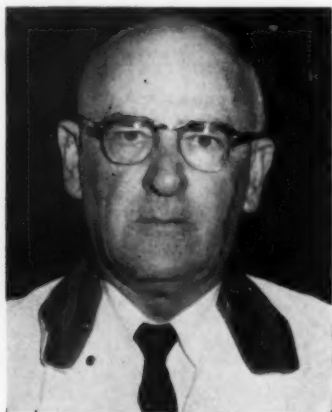


## SERVICE and MAINTENANCE

# Service ALL Filters

WHEN we think of "filter service" far too often we think only of the engine oil filter. Although this unit is important, there are others that are just as important. In fact, there may be six or more filters on a job, each having a very important part in the service life of the engine and the overall performance of the vehicle.

Suppose we list them and out-



By **E. M. LOWERY**  
Technical Editor

line the operation and duties of each.

- 1.—The engine oil filter.
- 2.—The carburetor air cleaner (filters).
- 3.—The carburetor gas line filter.

- 4.—The fuel pump filter.
- 5.—The gas tank outlet filter.
- 6.—The brake booster filter.

No. 1: There are two types of engine filters—the full-flow and the bypass or shunt (Figs. 1 and 2).

Full-flow means that all of the

oil delivered under full pressure to the working parts of the engine goes through the filter before entering the oil passages. Not only does this type filter assure a constant flow of clean oil to the engine, it is so constructed that it is impossible for the supply of oil to be cut off, even though the filter becomes clogged.

The filter element is of the replaceable type and should be replaced every 5,000 miles under normal driving conditions. It should be replaced more frequently under short "stop and go" driving where excess crankcase contamination may occur.

Fig. 2 gives a general description of how the bypass or shunt-type filter operates.

It should be noted here that only a portion of the oil is filtered each time it moves through the engine oil passages.

This filter may be of the replaceable element or "throw away" type. In either case, it should be serviced every 5,000 miles, again depending on the type of operation.

No. 2: Carburetor air cleaners (filters) (Figs. 3 and 4).

All carburetor air cleaners operate primarily to remove dust and dirt from the air taken into the carburetor and engine. They may be either of the oil-bath or dry type. All incorporate flame arrestors.

The oil bath:

The oil-bath-type cleaner is recommended in territories where dust conditions are severe. Once every 1,000 miles servicing of the cleaner is usually sufficient. However, under severe dust conditions it should be serviced daily.

The dry type:

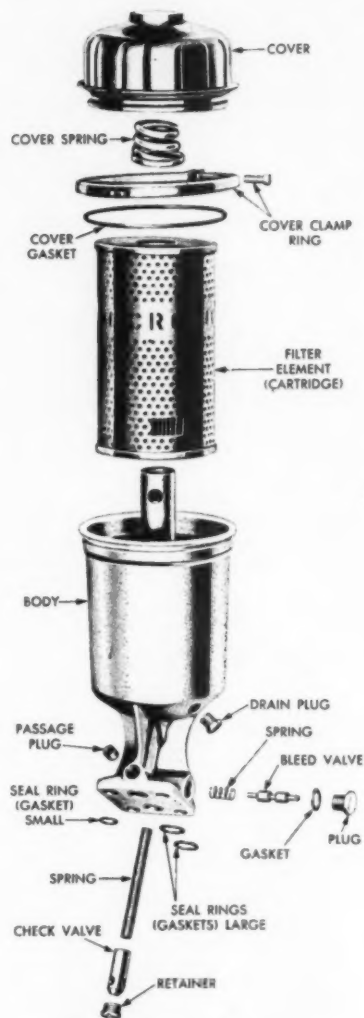


Fig. 1—Full-flow oil filter (exploded view).

The dry-type cleaner is used under less severe operating conditions. Normally the filter element should be removed and cleaned after each 4,000 miles of service and replaced after 15,000 miles.

The element can be cleaned by tapping against a hard surface. Do not tap hard enough to deform the element. Do not immerse the element in cleaning solvent. When

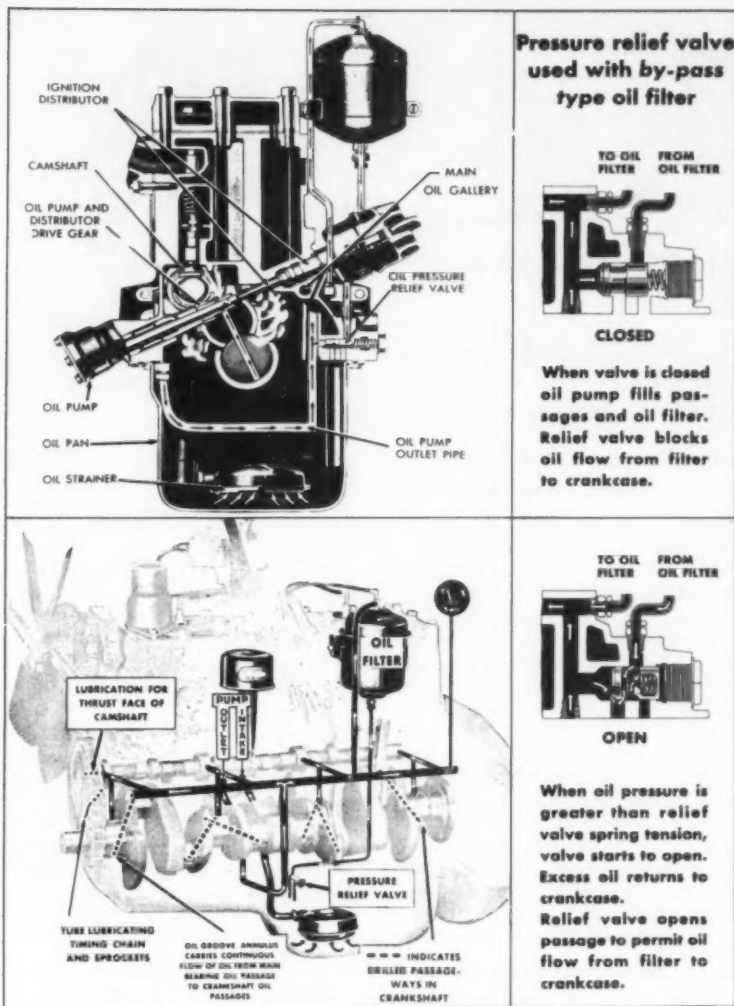


Fig. 2—Bypass or shunt type.

the element is serviced, clean the air cleaner body. Failure to service the air cleaner can lead to poor engine performance and short engine life.

A "stopped up" element which restricts the air flow to the engine can cause excessive wear to engine parts due to crankcase dilution. It can also cause excessive fuel consumption.

We recall a recent complaint of poor performance and excessive

fuel consumption. An examination disclosed a dirty air cleaner element. A combustion test made at 2,000rpm with the dirty element in place showed a reading of 70%. With a new cleaner element the reading was 86%. This gave proof that these units must be serviced as recommended.

Fig. 5 shows one type of carburetor inlet fuel filter. There are various types which are mounted in the carburetor inlet line. The



Fig. 3—Oil bath air cleaner.

filter elements used here are of ceramic type. They are supplied in various porosity sizes, therefore they will govern the size of the particles to be filtered from the fuel. These elements are cleaned by washing in solvent and blowing out.

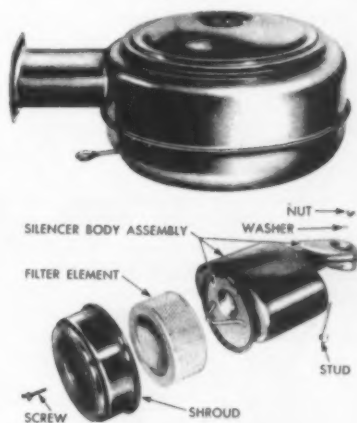
Elements should be replaced every 15,000 miles or before if fuel restriction or flooding occurs.

Fig. 6 shows a typical fuel pump filter. This unit too must be serviced at regular intervals, otherwise the gas flow to the carburetor may be restricted.

Fig. 7 shows the gas tank outlet filter with which some cars are equipped. This unit has the first opportunity to filter the gas. If it becomes restricted, the flow of gas may not be sufficient to operate the engine. It will have to be removed from the tank to be properly cleaned.

Fig. 8 shows an air cleaner designed for use with a certain type

Fig. 4—Carburetor air cleaners (dry type).



## October: Let's Do a Clutch Job

Standard transmissions are still right in there pitching, so Ed Lowery's going to tackle a clutch job for you in the next issue. They must be "right" for a "standard."

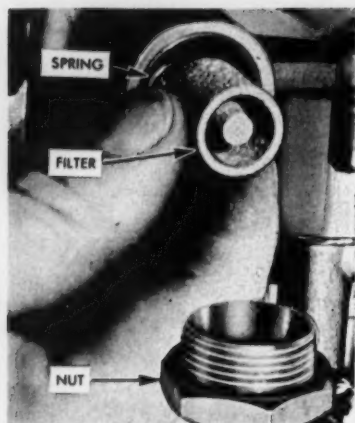


Fig. 5—Installation of inlet fuel filter element.

of air brake. Air entering the system must pass through the filter element before it enters the compressor.

A similar air cleaner is used with the vacuum booster brake. We have seen a number of commercial vehicles where the engine was ruined because the operator, rather than service the air cleaner, removed and discarded it.

Each of the above-mentioned filters was designed and installed in order that we may get the best performance and service from the engine. Failure to service any one

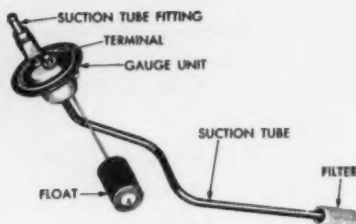


Fig. 7—Fuel gauge tank unit.

of them, as recommended, can lead to rapid wear on engine parts, poor gas mileage and poor engine performance in general.

### Dodge Valve Eliminates Transmission Buzzing

**D**ODGE Division has issued the following service bulletin:

A new valve has been designed to eliminate a hydraulic buzzing noise in PowerFlite and Torque-Flite transmissions, which may occur for a brief period when the vehicle is started and the reverse button depressed after standing for some time.

**Note:** The noise is in no way harmful and is merely the result of normal drain back of fluid from the converter into the transmission as the vehicle stands for a period of time. When the engine is started with the partially-filled

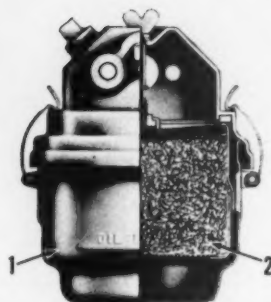
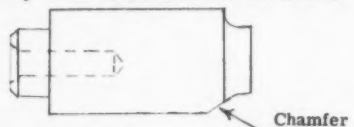


Fig. 8—Oil bath air cleaner, showing oil cup (1) and cartridge (2).

converter, the air is expelled through the converter valve and through the cooler lines. Under a particular temperature and pressure condition a buzz may be evident in the valve until the air is expelled.

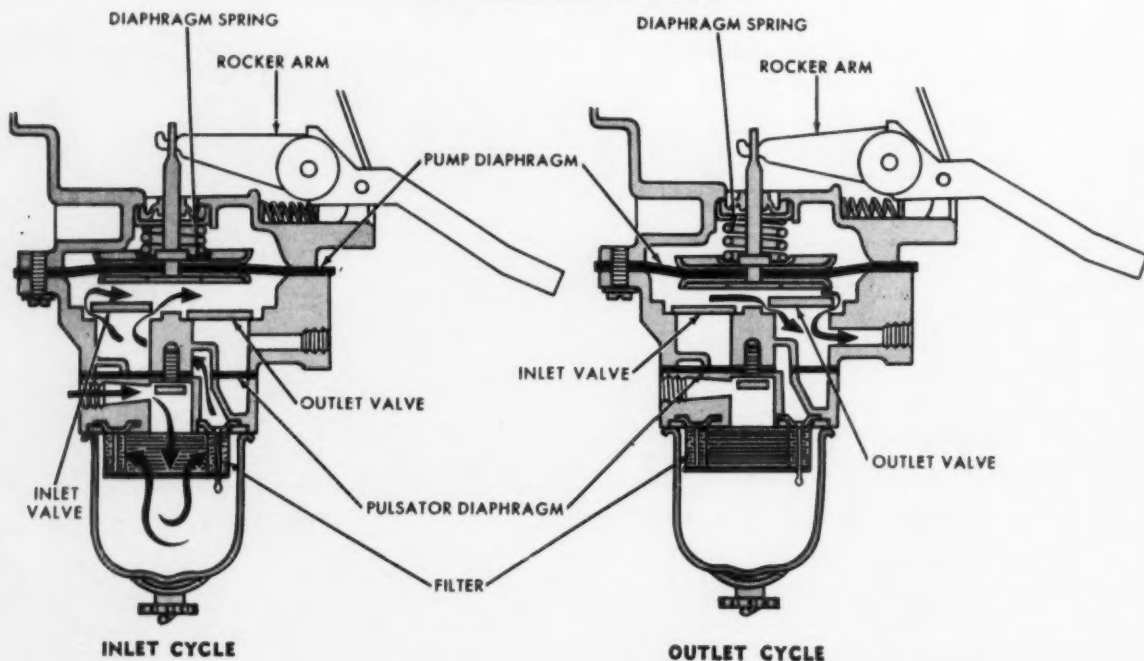
Should it be felt that replacement is desirable, the new torque converter control valve MoPar P/N 2124247 may be installed.

The new valve may be identified by a flat chamfer machined on one



end of the valve (see illustration). When installing, insert the chamfered end first into the bore.

Fig. 6— Typical fuel pump operation.



# Simplified Tester for the Plugs

**A**N ELECTRONIC spark plug tester which quickly and accurately tests spark plugs without removing them from the engine has been developed by Champion Spark Plug Co.

The "Plug-Scope" is a low-cost, light-weight (3.41 pounds) oscilloscope which permits the operator to check all spark plugs with the engine running, completing the check in less than three minutes. Traces on the screen show voltage required to fire each spark plug, an indication as to whether the spark plugs are satisfactory, worn or misfiring.

Service station operators using it during a pre-introduction test reported an over-all 75% increase in spark plug sales. Additional sales of other TBA items and serv-

ices, such as batteries, filters, lube jobs, oil changes and an increased number of tune-ups, also were reported by the dealers who market-tested the instrument.

The Plug-Scope will be made available to dealers, fleets and other users through Champion marketers. Cost is \$49.95, plus purchase of an assortment of 50 spark plugs in popular types.

Basically the instrument is an oscilloscope which measures the amount of voltage required to fire the spark plugs. This information appears on the screen in the form

of vertical lines or "traces." It's the height of each trace—compared with a red line on the screen—which indicates spark plug condition. As plugs wear, trace heights increase beyond normal until they gradually pass the red line, indicating the need for service or replacement.

The Plug-Scope is powered by the car's battery, compensating for either six- or 12-volt systems automatically. It can be attached to any car with four simple connections: one to each of the battery posts, one to the center tower of either the distributor or ignition coil (whichever is more accessible), and a fourth clipped around any spark plug cable. The engine is started, allowed to run about 30 seconds to stabilize, and then accelerated momentarily. During this acceleration, the height of the traces are noted on the screen.

The traces represent the secondary voltage at each spark plug. During the life of a plug this voltage does one of two things:

- 1.—Increases to an abnormally high level because the electrode gaps have worn so large that the ignition system can no longer supply this requirement, or
- 2.—Decreases to an abnormally low level if deposits on the nose of the insulator "bleed" it away so that it cannot rise to the level needed to fire the plug.

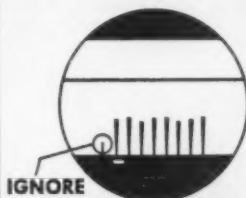
Champion officials pointed out that either of these abnormalities can cause loss of power, reduced gas mileage, rough idling and hard starting. These conditions can be detected in the early stages with the use of the Plug-Scope, and the

(Continued on page 90)

## HOW TO READ PLUG-SCOPE

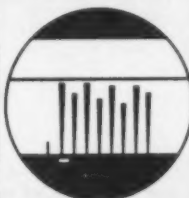
1. TURN KNOB TO STEADY THE PATTERN AT IDLE.
2. READ PLUG-SCOPE ONLY AT START OF QUICK ACCELERATION.
3. LET ENGINE IDLE 30 SECONDS BEFORE READING AGAIN.

### NEW SPARK PLUGS



TRACES WELL BELOW RED WARNING LINE. IF PATTERN DIFFERS SEE INSTRUCTIONS.

### SATISFACTORY



TRACES BELOW RED WARNING LINE INDICATE NORMAL WEAR.

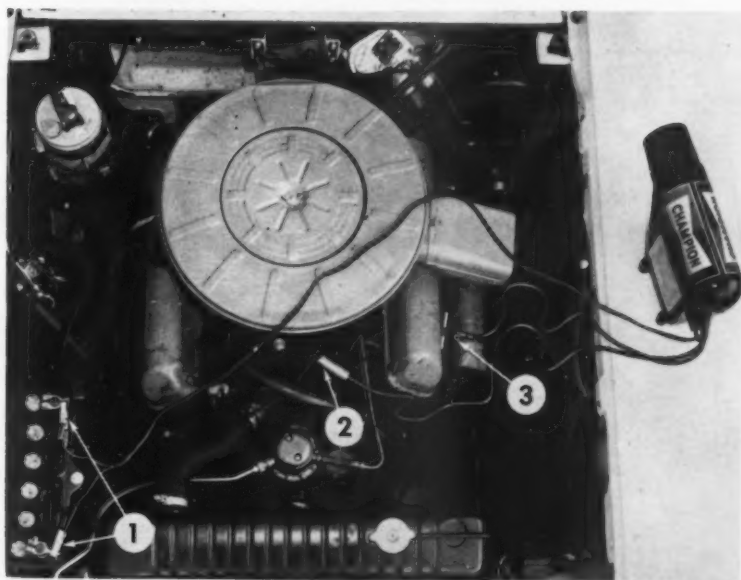
### UNSATISFACTORY



SERVICE OR REPLACE ALL PLUGS IF ANY TRACE IS ABOVE RED WARNING LINE, OR IS VERY SHORT.

Simplified instructions make this easy to operate without special training.

It's a simple matter to connect the Plug-Scope. Battery terminal clips (1) are attached to the positive and negative posts of battery. Connector (2) is attached to the center tower of distributor cap or coil and the spark plug connector (3) is clipped onto any spark plug wire.





## BODY SHOP OPERATIONS

# Installing Headlining

By E. M. LOWERY  
Technical Editor

**T**HERE is nothing that will mar the looks of the interior trim more than a loose, sagging headlining.

Following are some tips on their installation and service on the Chevrolet, Ford and Plymouth.

Chevrolet: (all styles but convertible and sedan delivery):

The headlining assembly is formed to the roof contour by concealed listing wires. The ends of each listing wire are installed in holes in the side roof rail. The wire and listing pocket at the front roof bow are secured to the bow with bend-over metal tabs.

The headlining is secured at the windshield by cement and tacks or staples and along the side roof rail by tacks, staples and/or a pronged retainer. A pronged retainer is used where side roof rail moldings are not used.

On all styles except sport sedan, station wagon and pickup delivery styles, the rear end of the headlining incorporates a foundation board which is supported above the back window opening by metal retaining tabs. On sport sedan, station wagon and pickup delivery styles the headlining is secured at the back window by cement and tacks or staples.

In addition the rear listing wire on sport sedan, station wagon and pickup delivery styles is secured to the center of the back window inner panel by a metal retainer.

**Caution:** Clean hands are essential when working with headlining material.

**Removal:**

1.—Place protective coverings

over seat cushions and backs.

2.—Prior to removing headlining, remove following hardware and trim assemblies if present:

- a. Windshield side and upper garnish moldings.
- b. Rear view mirror support.
- c. Sunshade support assemblies.
- d. Dome or side roof rail lamps.
- e. Coat hooks.
- f. Rear quarter window upper garnishing (two-door sedan only).
- g. Side roof rail moldings (if present).

h. Back window garnish moldings.

i. Stationary window front and rear moldings (station wagon only).

j. Rear quarter window front, rear and upper moldings (station wagon only).

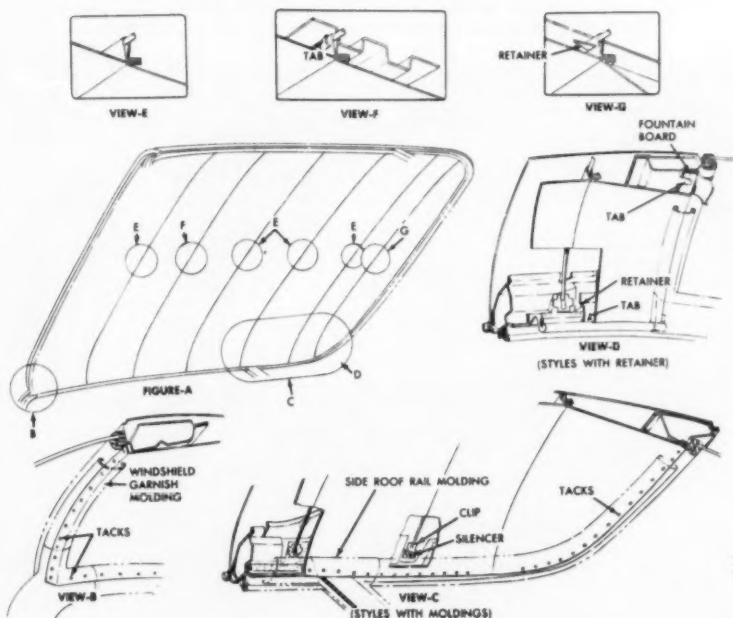
k. Tailgate window opening upper garnish molding assembly (station wagon only).

l. Center pillar finishing molding (all four-door styles).

3.—Carefully remove tacks or staples securing headlining at windshield opening, along side roof rails on bodies equipped with side roof rail moldings, at rear quarter windows on station wagon styles, and at back window opening on sport sedan, station wagon and pickup delivery style bodies. Then carefully detach cemented edges. (See views "B" and "C" in Fig. 1.)

4.—On styles where headlining is secured to side roof rails by retainers, use headlining inserting

Fig. 1—Headlining installation on Chevrolet.



tool J-2772 or similar wide-bladed tool and carefully disengage headlining from retainer tabs as shown in view "D".

5.—Working from front to rear of body, disengage headlining listing wires from side roof rails, gathering or rolling headlining with listing wires on outside to keep headlining clean. At front roof bow bend down metal tabs shown in view "F" which support listing wire.

**Important:** Note into which hole right ends of listing wires are installed to insure proper installation. (See views "C" and "D".)

6.—On sport sedan styles, loosen screw securing clip at right end of the two rear listing wires and disengage each wire from clip (see view "C").

7.—On sport sedan, station wagon and pickup delivery styles, disengage listing wire from retainer at center of back window inner panel as shown in view "G" and carefully remove headlining assembly from body.

8.—On all except sport sedan, station wagon and pickup delivery style bodies, carefully pull headlining assembly rearward after disengaging listing wires to disengage headlining foundation board from retainer tabs at back window opening (see view "D"), then carefully remove headlining assembly from body.

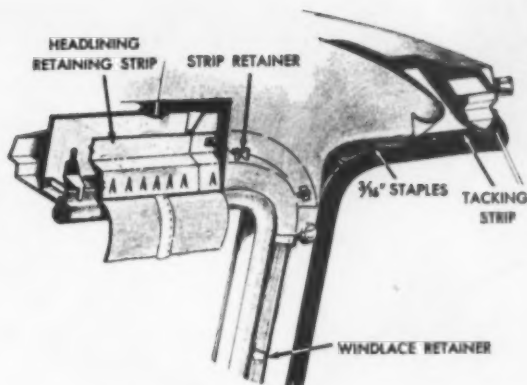
**Note:** on two-door, four-door and utility sedan style bodies a back window upper garnish molding is not present. Foundation board is situated under inner lip of back window rubber channel. Turn back lip of channel to disengage foundation board.

9.—If necessary, listing wires may be removed from pockets.

#### Installation:

1.—Install listing wires into headlining listing pocket and lift

Fig. 2 — Headlining installation at front corner on Ford.



entire headlining assembly into body.

2.—On all except sport sedan, station wagons and pickup delivery style bodies, center and align rearward end of headlining and engage foundation board under metal retainer tabs above back window or under inner lip of back window rubber channel (see view "D"). Then working forward, install ends of listing wires into listing wire holes along side roof rail.

**Note:** Make certain end of listing wire at right side roof rail is installed in correct hole to insure proper contour of headlining (see view "D"). On two-door, four-door and utility sedan styles, also make certain inner lip of back window rubber channel is properly seated over rear end of headlining assembly.

3.—On sport sedan, station wagon and pickup delivery styles, center and align headlining at back window inner panel. Install listing wire to side roof rails and engage wire and listing wire pocket to retainer at center of back window inner panel (see view "G").

Then working forward, install

ends of listing wires into listing wire holes along side roof rail, making certain end of each listing wire at right side roof rail is installed in correct hole to insure proper contour of headlining (see view "C").

**Note:** Two rear wires are secured to right side roof rail by clips and screws on sport sedan style bodies. Make certain silencer shown in view "C" is installed under each clip.

4.—At front roof bow, check headlining for proper centering and bend tabs over listing wire pocket (see view "F"). Then install balance of listing wire into holes in side roof rails.

5.—Center and align headlining in relation to windshield opening, back window opening on sport sedan, station wagon and pickup delivery styles, coat hooks and sunshade locations. Then apply trim cement to headlining tacking surfaces at windshield and back window openings, and stretch and stay-tack headlining to windshield and back window openings and along side roof rails if tacks are used.

6.—Remove all "fullness" and "draws" from headlining material and permanently tack headlining to tacking strips.

**Note:** On those styles where side roof rail moldings are not used, use headlining inserting tool J-2772 or similar wide-bladed tool and carefully tuck edges of headlining under metal retainer tabs along both side roof rails (view "D").

7.—Install all previously removed hardware and trim assemblies and remove protective coverings.

#### Ford:

The following headlining removal and installation procedures apply to all models in general. If

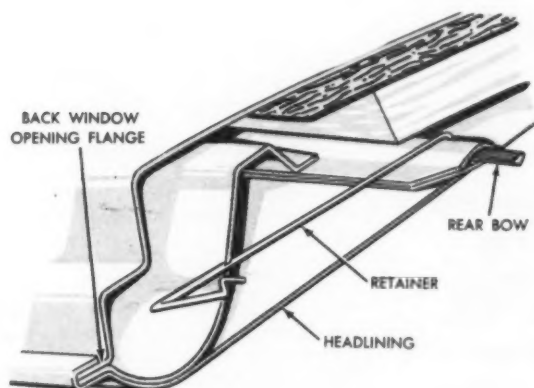


Fig. 3 — Rear roof bow retainer installation on Ford.

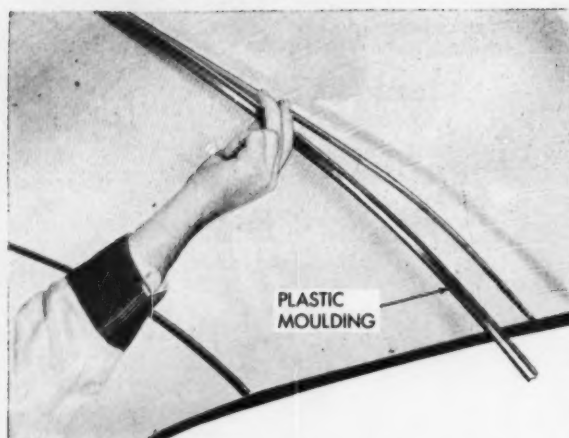


Fig. 4—Removing plastic molding from retainer on Plymouth.

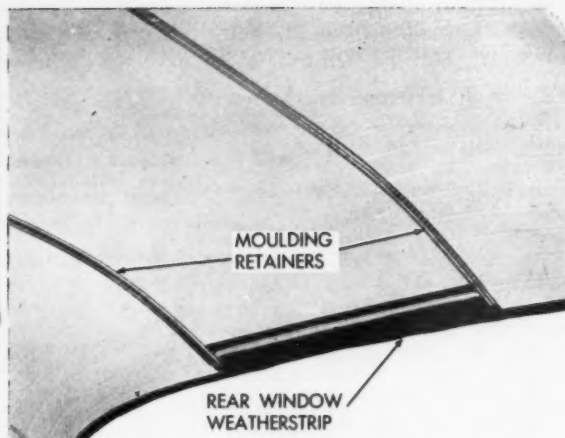


Fig. 5—Plastic moldings removed from retainers on Plymouth.

some of the steps in these procedures do not apply to the particular model being serviced, skip to the next step and proceed.

1.—Remove the rear seat cushion, seat back and package tray.

2.—Remove the coat hooks, the quarter window garnish moldings, the sun visor assemblies and the windshield side and upper garnish moldings.

3.—Remove the rear window garnish and outside moldings and the rear window assembly.

4.—Pull down the windshield weatherstrip and pull the staples out of the tacking strip at the front of the headlining (Fig. 2).

5.—Pull the front of the headlining away from the tacking strip.

6.—Pull the rear of the headlining loose where it is cemented at the rear window opening.

7.—On a Tudor model, pull the staples out of the tacking strip, or pull the cemented headlining loose above the quarter windows.

8.—Above the doors, insert a screwdriver between the headlining and the windlace, and pry the headlining retaining strips away from the roof side rail about 1/4".

9.—With a prick punch or awl, unhook the headlining from the retaining strips.

10.—Starting at the front, push the ends of the roof bows out of

the side rails.

11.—At the rear bow, release the two rear bow retainers from the roof rear rail.

12.—Mark each roof bow as it is removed from the listing, so it can be installed in the same location in the new headlining.

Roof bows are color-coded at each end. When ordering new roof bows, be sure to note the color at each end of the bow, not just one end.

13.—Check the tabs on the headlining retaining strips above the doors. If any tabs are bent or flattened, repair them.

14.—Fasten the headlining retaining strips securely to the roof side rails.

15.—Install the roof bows in the proper listings as marked on removal.

16.—Starting at the rear, install the rear bow in the side rails, and hook the two rear bow retainers to the bow and the roof rear rail (Fig. 3).

17.—Install the rest of the roof bows, working from the rear to the front.

18.—Apply trim cement to the windshield header tacking strip.

19.—Make sure the headlining is centered and the seams are straight. Pull the headlining forward tight enough to remove

all wrinkles, and staple (3/16" staples) or tack (two-ounce tacks) it to the windshield header tacking strip, starting at the center and working toward the sides.

20.—Cut off excess material at the header.

21.—Apply trim cement to the rear window opening upper flange.

22.—Install the headlining around the rear window opening, starting at the center and working out. Pull it just tight enough to remove the wrinkles.

23.—Cut off excess material around the rear window opening.

24.—Trim the headlining at the sides so that about 1 1/2" hangs below the windlace.

25.—Starting at the front, push the headlining up under the retaining strips with a putty knife.

26.—On a Tudor model, staple (3/16" staples) or tack (two-ounce tacks) the headlining to the tacking strip, or cement it where a tacking strip is not used, above the quarter windows.

27.—Install the rear window assembly, outside moldings and garnish moldings.

28.—Install the windshield garnish moldings and the sun visor.

29.—Install the quarter window garnish moldings and the coat hooks.

30.—Install the package tray, rear seat cushion and seat back.

If the headlining sags or is slightly wrinkled, dampen it with warm water on a sponge, or spray it with live steam if available. On the vinyl headlining, live steam must be applied to the top headlining surface through the dome light opening. As it dries, the headlining will shrink slightly,

## October: Re-covering Convertible Top

"Winterizing" should include the re-covering of the tops of convertibles needing this service. Technical Editor Lowery will cover this re-cover job for you next month.

# STRETCH! MORE



**"SCOTCH" Brand Masking Tape** has the extra s-t-r-e-t-c-h that means faster masking of curves and contours. And "SCOTCH" Brand *sticks tighter*. Its instant-grab adhesive gives clean, sharp separation without paint "bleed" or creep-under.

*You'll like the easy way this tape goes on . . . and the neat way it strips off—no messy residue.*

"SCOTCH" and the plaid design are registered trademarks for the pressure-sensitive adhesive tapes of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York 16, Canada: London, Ontario.

**Order from your jobber now!** Start enjoying the top-notch results you get only with "SCOTCH" Brand Masking Tape. Look for the red plaid on the core to be sure you're getting America's No. 1 masking tape . . . "SCOTCH" Brand!

**3M Automotive Products**



**MINNESOTA MINING AND MANUFACTURING COMPANY**

...WHERE RESEARCH IS THE KEY TO TOMORROW





"Cheapskate!"

removing most wrinkles and sags.

Plymouth (sport sedan and sport coupe models):

If either of the outer sections is to be replaced, it is only necessary to remove one plastic molding (see Fig 4). If the center section is to be replaced, it will be necessary to remove both plastic moldings from the retainers as shown in Fig. 5.

Remove the front and rear window garnish moldings. Starting at either end, pry the plastic molding off at retainer, using a screwdriver. Pull down on the molding to release it from the retainer. Remove the damaged section by pulling downward on the damaged section to release it from the retainer.

To remove the headlining at the side, pull toward the center of the car and this will release the headlining from the small spring-type clips at the outer edges.

To install the side pieces of the headlining, push the headlining onto the small retainers at the sides of the car. Push the headlining up at the center and properly center the molding and snap it into place.

If the center section is to be installed, push it into place on the retainers and snap the moldings onto the retainers and install the garnish moldings.

Suburban models:

The headlining removal is the same except the headlining runs from side to side and it is only

necessary to remove the garnish moldings when the front or rear section of the headlining is being replaced.

### Simplified Plug Tester

(Continued from page 85)

danger of ignition trouble is thus minimized.

Robert K. "Bob" Christie, vice president—research and engineering, who directed the development of this tester, estimated that a mechanic could learn how to operate the device in 30 minutes.

Although primary purpose of the compact unit is to check plug conditions, it can be used also to reveal low voltage available from the ignition system, reversed coil polarity, or excessive gaps in the secondary ignition circuit.

Low available voltage, for example, can be checked by removing any one of the plug cables other than the one to which the green connector is attached, and observing the traces with the engine running just above idle. One of the traces should reach all the way to the top of the screen. If it does not, the ignition system should be serviced.

Reversed polarity is immediately indicated by a lack of traces when the engine is started. This can be easily corrected by reversing the primary leads at the coil which will improve ignition system performance.

The scope also will reveal an excessive gap in the secondary, usually caused by a disconnected or broken spark plug cable. This condition will show on the screen as one exceptionally long trace extending far above the others. If the lead from the center tower of the distributor to the ignition coil should be broken or partially inserted, all traces will be exceptionally high.

A general check of spark plug conditions can be made with the green connector clipped around any spark plug cable. However, the instrument also can be connected so traces will appear on the screen in normal firing order. This helps to locate individual spark plugs that may be misfiring, and is accomplished by attaching the green connector around the spark plug cable of the last cylinder in the firing order. Traces then will appear from left to right on the screen in firing order.

Other features incorporated in the Plug-Scope include:

- 1.—Shatterproof plastic case.
- 2.—Specially treated glass disc minimizes reflection and increases brightness.
- 3.—In addition the Plug-Scope checks standard, resistor and auxiliary gap plugs with no adjustment.
- 4.—Only one control to adjust.
- 5.—Powered by the vehicle's battery, it accommodates six- or 12-volt systems automatically.
- 6.—Special cathode ray tube designed for maximum brilliance.

### Dow Will Test-Market Own Brand Anti-Freeze

Its own brand of anti-freeze will be test-marketed this fall by The Dow Chemical Co., a major private label supplier to oil and automotive companies since 1952.

Introduction of the product will be the company's first entrance into the anti-freeze field with a national brand of its own. The Dow brand is scheduled to test-market in selected areas of the country.

Dow will continue to supply the private-label market, according to John P. Strauss, manager of automotive chemicals sales. The extent to which the company develops a full-scale national brand program will be determined after the test-market program is completed.

The company became a basic producer of ethylene glycol during World War I and has been a supplier to the anti-freeze trade since the late 1930's.

# "... give us fast action ..."

says **JOHN RYAN**, Imperial-Chrysler-Dodge-Plymouth-Simca dealer, Green Bay, Wis.

"Green Bay is the doorway to a popular resort area so we get lots of out-of-state customers in addition to our local people. Thanks to COMMERCIAL CREDIT's national credit set-up we can handle visitors as quickly as residents. I mention this to emphasize COMMERCIAL CREDIT's ability to give us fast action in selling any kind of prospect. The many other features of COMMERCIAL CREDIT PLAN keep customers coming back and give us a competitive edge that is valuable in today's market."

## *Commercial Credit dealers are successful dealers*

Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$225,000,000 . . . offices in principal cities of the United States and Canada.

# 1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	ENGINE					FLUID CAPACITIES						WHEEL ALIGNMENT		
		Front	Rear		Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Plain Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qt.)	Transmission (Alt.) (Plt.)	Fuel Tank (Gals.)	Cooling System (No. Water Pumps)		Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Le Sabre	123	62.4	60	V-8	4.125x3.4	54.45	250@4400	384@2400	364	10.5-1	4	24	30	16.5		-1 1/2°	+1 1/2°	1/8
BUICK Invicta and Electra	126.3	62.4	60	V-8	4.1875x3.64	56.11	325@4400	445@2800	401	10.5-1	4	24	30	16.5		-1 1/2°	+1 1/2°	1/8
CADILLAC 62 Series	130	61	61	V-8	4x3.875	51.2	325@4900	430@3100	390	10.5-1	5	23	21	18.5		-1 to -1 1/2°	0 to 3/4°	3/4 ± 1/4
CADILLAC Eldorado Biarritz, Eldorado Seville	130	61	61	V-8	4x3.875	51.2	345@4900	435@3100	390	10.5-1	5	23	21	18.5		-1 to -1 1/2°	0 to 3/4°	3/4 ± 1/4
CADILLAC Fleetwood 75 Sedan and Limousine	140.75	61	61	V-8	4x3.875	51.2	325@4900	430@3100	390	10.5-1	5	23	21	18.5		-1 to -1 1/2°	0 to 3/4°	3/4 ± 1/4
CHEVROLET 8	119	60.3	59.3	6L	3.56x3.94	30.4	135@4000	217@3000	235.5	8.25-1	5	9	20	17		0 to ± 1/2°	+1 1/2 to ± 1/2°	1/4 to 1/4
CHEVROLET 8 (283-cubic-inch V-8)	119	60.3	59.3	V-8	3.875x3.3	45	185@4000	275@2400	283	8.5-1	4	A	20	17.5		0 to ± 1/2°	0 to ± 1/2°	1/4 to 1/4
CHEVROLET 348-cubic-inch V-8	119	60.3	59.3	V-8	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	A	20	21		0 to ± 1/2°	0 to ± 1/2°	1/4 to 1/4
CHEVROLET Corvette	102	57	59	V-8	3.875x3.3	48	230@4900	300@3000	283	9.5-1	5	A	16.4	15.5		2 ± 1/2°	0 to ± 1/2°	0 to .24
CHRYSLER Windsor	122	60.9	59.8	V-8	4.03x3.75	52	305@4900	410@2400	388	10.1-1	5	21	23	16		+1 1/2 ± 1/4	B	3/4
CHRYSLER Saratoga	126	60.9	59.8	V-8	4.03x3.75	52	325@4900	470@2900	383	10.1-1	5	21	23	16		+1 1/2 ± 1/4	B	3/4
CHRYSLER New Yorker	124	61.2	60	V-8	4.18x3.75	55.9	350@4900	470@2900	413	10.1-1	5	21	23	16		+1 1/2 ± 1/4	B	3/4
CHRYSLER 300E	124	61.2	60	V-8	4.18x3.75	55.9	380@5000	450@2800	413	10.1-1	5	21	23	16		+1 1/2 ± 1/4	B	3/4
CHRYSLER Imperial	129	61.8	62.4	V-8	4.18x3.75	55.9	350@4900	470@2900	413	10.1-1	5	21	23	16		+1 1/2 ± 1/4	B	3/4
CONTINENTAL	131	61	61	V-8	4.30x3.70	59.17	350@4400	490@2800	430	10-1	5	21	22	23		0 to -1 1/2°	0 to +3/4°	.12 to .18
De SOTO Firewreep	122	60.9	59.8	V-8	4.12x3.38	54.3	290@4900	390@2400	381	10-1	5	21	20	16		C	B	1/4
De SOTO Firewreep	126	60.9	59.8	V-8	4.25x3.38	57.8	305@4900	410@2400	383	10.1-1	5	21	20	16		C	B	1/4
De SOTO Firewreep	126	60.9	59.8	V-8	4.25x3.38	57.8	350@5000	425@2900	383	10.1-1	5	21	20	15		C	B	1/4
De SOTO Adventurer	126	60.9	59.8	V-8	4.25x3.38	57.8	305@5000	390@2400	383	10.1-1	5	21	23	15		C	B	1/4
DODGE Coronet 8	122	60.9	59.8	6L	3.35x4.63	25.3	135@3900	205@1200	230	8-1	5	20	20	13		C	B	1/4
DODGE Coronet V-8	122	61.4	60.2	V-8	3.95x3.31	49.9	255@4400	350@2400	326	9.2-1	5	21	20	20		C	B	1/4
DODGE Coronet Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	295@4900	390@2400	381	10.1-1	5	21	20	16		C	B	1/4
DODGE Custom Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	305@4900	400@2900	361	10.1-1	5	21	20	16		C	B	1/4
EDSEL Ranger	120	59	56.4	V-8	3.75x3.30	45	200@4400	285@2200	292	8.9-1	5	22	19	20		0 to 1°	1/4 to 1 1/4°	.0025 to .12
EDSEL Corsair	120	59	56.4	V-8	4x3.30	52.49	303@4000	390@2900	D	8.9-1	5	22	19	20		0 to 1°	1/4 to 1 1/4°	.0025 to .12
FORD 8	118	59	56.4	6L	3.62x3.60	31.54	145@4400	206@2200	223	8.4-1	4	20	20	15		0 to 1°	1/4 to 1 1/4°	1/4 to 1/4
FORD 8 Custom 300	118	59	56.4	V-8	3.75x3.30	45	200@4400	285@2200	292	8.9-1	5	20	20	19		0 to 1°	1/4 to 1 1/4°	1/4 to 1/4
FORD 8 Fairlane	118	59	56.4	V-8	4x3.30	51.20	225@4400	325@2200	332	8.9-1	5	20	20	19		0 to 1°	1/4 to 1 1/4°	1/4 to 1/4
FORD 8 Fairlane 500	118	59	56.4	V-8	4x3.30	51.20	300@4900	390@2900	352	9.6-1	5	20	20	19		0 to 1°	1/4 to 1 1/4°	1/4 to 1/4
FORD Thunderbird Hardtop	113	60	57	V-8	4x3.50	51.20	300@4900	395@2900	352	9.6-1	5	20	20	19.5		1/4 to 1 1/4°	1/4 to 1 1/4°	1/4 to 1/4
FORD Thunderbird Convertible	113	60	57	V-8	4.30x3.70	59.17	350@4400	490@2900	430	10-1	5	20	20	22.5		1/4 to 1 1/4°	1/4 to 1 1/4°	1/4 to 1/4
LINCOLN	131	61	61	V-8	4.30x3.70	59.17	350@4400	490@2900	430	10-1	5	21	22	23		0 to 1 1/2°	0 to 3/4°	.12 to .18
MERCURY Montclair	126	60	60	V-8	3.90x3.44	46.21	210	321	312	8.75-1	5	20	20	20		0 to -1 1/2°	0 to +1 1/2°	1/4 to 1/4
MERCURY Montclair	126	60	60	V-8	4.30x3.30	59.17	321	430	383	10-1	5	23	20	21		0 to -1 1/2°	0 to +1 1/2°	1/4 to 1/4
MERCURY Park Lane	126	60	62	V-8	4.30x3.70	59.17	343	490	430	10-1	5	23.5	20	21		0 to -1 1/2°	0 to +1 1/2°	1/4 to 1/4
OLDSMOBILE Dynamic 88	123	61	61	V-8	4x3.69	51	270@4000	390@2400	371	9.75-1	4	22	20	20		-0 to -1°	-1/4 to +1/4°	0 to 1/4
OLDSMOBILE Super 88	123	61	61	V-8	4.125x3.69	54	315@4900	435@2800	394	9.75-1	4	22	20	20		-0 to -1°	-1/4 to +1/4°	0 to 1/4
OLDSMOBILE 88	126.3	61	61	V-8	4.125x3.69	54	315@4900	435@2800	394	9.75-1	4	22	20	20		-0 to -1°	-1/4 to +1/4°	0 to 1/4
PLYMOUTH 8 Savoy & Belvedere	118	60.9	59.8	6L	3.35x4.62	25.3	132@3900	205@1200	230	8-1	5	20	20	13		C	B	1/4
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.7	V-8	3.91x3.31	48.9	230@4400	340@2400	218	9-1	5	18	20	20		C	B	1/4
PLYMOUTH Golden Commando	118	60.9	59.7	V-8	4.12x3.38	54.3	305@4900	395@2900	361	10.1-1	5	21	20	16		C	B	1/4
PONTIAC Catalina	122	63.7	64	V-8	4.06x3.75	52.8	245@4200	392@2000	389	8.6-1	5	18.4	21.5	21.4		-1 1/2 to ± 1/2°	+1/4 to ± 1/2°	0 to .002
PONTIAC Star Chief & Bonneville	124	63.7	64	V-8	4.06x3.75	52.8	260@4200	400@2900	389	8.6-1	5	18.4	21.5	21.4		-1 1/2 to ± 1/2°	+1/4 to ± 1/2°	0 to .002
RAMBLER American	100	54.62	55	6L	3.125x4.25	23.44	90@4000	150@1600	195.6	8-1	4	20	20	11		0 to -1 1/2°	-1/4 to +1/4°	1/4 to 1/4
RAMBLER 8 Sedan	104	57.75	58	6L	3.125x4.25	23.44	127@4200	190@1600	195.6	8.7-1	4	20	20	10		0 to -1 1/2°	-1/4 to +1/4°	1/4 to 1/4
RAMBLER Rebel	108	58.75	59.13	V-8	3.5x3.25	39.2	215@4900	290@2500	250	8.7-1	4	20	20	20		0 to -1 1/2°	-1/4 to +1/4°	1/4 to 1/4
RAMBLER Ambassador	117	57.75	59.13	V-8	4x3.25	51.2	270@4700	360@2900	327	9.7-1	4	22	20	19		0 to -1 1/2°	-1/4 to +1/4°	1/4 to 1/4
STUDEBAKER Lark 8	108.5	57.37	56	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11		-1 to -2 1/2°	0 to -1°	1/4 to 1/4
STUDEBAKER Lark 8	108.5	57.37	56	V-8	3.56x3.25	40.6	180@4500	290@2900	259.2	8.8-1	5	18	18	17		-1 to -2 1/2°	0 to -1°	1/4 to 1/4
STUDEBAKER Silver Hawk 8	120.5	57.37	56.6	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11		-1 to -2 1/2°	0 to -1°	1/4 to 1/4
STUDEBAKER Silver Hawk 8	120.5	57.37	56.6	V-8	3.56x3.25	40.6	180@4500	290@2900	259.2	8.8-1	5	18	18	17		-1 to -2 1/2°	0 to -1°	1/4 to 1/4

## ABBREVIATIONS

A—Powerglide 8, Turboglide 4.  
B—Left prefer 1/4. Right prefer 0.  
C—Power steering +1/4 to ± 1/4.  
Manual +1/4 to ± 1/4.

D—One 332 cubic inches and one 361 cubic inches.  
E—Valve-in-head.  
L—L-head.  
L—With Air Ride —1°

L—332-cubic-inch 51.20.  
L—332-cubic-inch 225@4400.  
L—332-cubic-inch 325@2200.  
L—Power steering +1/4 to 1°.  
L—1/4 greater on driver's side.



Grips hex nuts on two faces—presses on two corners.



NUTMASTER bears on four faces—CAN-NOT burr corners.



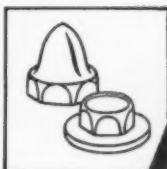
Grips square nuts on two faces—can burr corners badly.



NUTMASTER exerts pressure on three faces—no burrs.



NUTMASTER gets a firm grip on badly worn nuts.



NUTMASTER takes all shapes and styles with ease.

# Here's the Sensational New **NUTMASTER**

## **Blackhawk** PRESENTS THE GREATEST OPEN END WRENCH DESIGN IMPROVEMENT OF ALL TIME

IT'S HERE! the revolutionary, European designed Open End Wrench . . . now MADE-IN-AMERICA by BLACK-HAWK . . . that makes your work easier! The powerful turning forces are applied *only* on the **FLAT FACES**, *not* on the *corners of nuts and bolt heads!* NUTMASTER exerts tremendous torque — far greater than the conventional, open end wrench—puts on the pressure where it can't burr or deform corners.

This radically new design moves, locks, or unlocks any nut or bolt, hex or square, without any jockeying for fit. The slender head works easier in close quarters—seats instantly, turns better—even on battered nuts and bolt heads.

Tool-wise mechanics will go for NUTMASTER — it's lighter and less bulky—with a positive grip that decreases slippage and skinned knuckles. And . . . there's longer service life—no flat, inner jaws to spread.

Available in most popular sizes, the streamlined NUTMASTER is precision forged of finest alloy steel, triple plate chrome finish. Ask your BLACKHAWK Jobber to just let you handle it—try it out on his NUTMASTER Action Display. Brother, you'll buy it! The New Britain Machine Co., New Britain, Conn.

**NEED A BLACKHAWK HAND TOOL?  
... PHONE YOUR JOBBER!**



# **Blackhawk**

## **HAND TOOLS**

# 1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (in.)	Cam Angle (Degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (in.)	Spark Advance Max. Centrif. (Degrees)	Spark Advance Max. Vac. (Degrees)		Carb. Mfg.	Fuel Pressure (lb./sq. in.)	Tapet Clearance Intake (in.)	Tapet Clearance Exhaust (in.)	Intake Valve Open 5 or 6 Degrees (Degrees)
BUICK Le Sabre.....	12-5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5"	70N	St-Ca	5 1/4-5 1/2	Au	Au	25bte
BUICK Invicta and Electra.....	12-5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5"	70N	Ca-RP	5 1/4-5 1/2	Au	Au	33bte
CADILLAC.....	16	30	19-23	5bte	VD	35	16@2000	22@16"	70N	Ca-RP	5 1/4-5 1/2	Au	Au	39bte
CHEVROLET 8.....	16-21	28-35	19-23	tdc	FW	33-38	24-28@3500	15@8.5"	53N	RP	3 1/4-4 1/2	Au	Au	16bte
CHEVROLET 8 (283-cubic-inch V-8).....	16-21	26-33	19-23	4bte	VD	35	25@3750	15@15.5"	53N	Ca-RP	5 1/4-5 1/2	Au	Au	12 1/2bte
CHEVROLET 8 (348-cubic-inch V-8).....	16-21	26-33	19-23	4bte	VD	35	24@4000	15@15.5"	53N	Ca-RP	5 1/4-5 1/2	Au	Au	18 1/2bte
CHEVROLET Corvette.....	18	26-33	19-23	4bte	VD	33-38	28@3700	15@15.5"	53N	Ca	5 1/4-5 1/2	Au	Au	12 1/2bte
CHRYSLER Windsor.....	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca-BB	6-7	Au	Au	15bte
CHRYSLER Saratoga.....	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca	6-7	Au	Au	15bte
CHRYSLER New Yorker.....	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	20bte
CHRYSLER 300E.....	15-18	27-32	17-20	10bte	CaP	35	11-17@2100	23-29@18.2"	70N	Ca	6-7	Au	Au	20bte
CHRYSLER Imperial.....	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	15bte
CONTINENTAL.....	15	26-28.5	17-20	6bte	VD	32	29.5@6000	22@15"	70N	Ca	5-6	Au	Au	22bte
De SOTO Firewreep, Firestone and Firefly.....	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5"	60N	Ca-BB	6-7	Au	Au	15bte
De SOTO Adventurer.....	15-18	27-32	17-20	10bte	VD	35	17-21@4000	23-29@18.2"	60N	Ca-BB	6-7	Au	Au	20bte
DODGE Coronet 8.....	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	12bte
DODGE Coronet V-8.....	15-18	27-32	17-20	10bte	VD	35	11-15@4600	17-23@13.2"	60N	Ca-BB	6-7	Au	Au	14bte
DODGE Royal and Custom Royal.....	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5"	60N	Ca-BB	6-7	Au	Au	15bte
EDSEL Ranger.....	14-16	26-28.5	17-20	E	VD	32-36	29@3600	22@15"	55N	D	4 1/4-5 1/2	19	19	12bte
EDSEL Corsair.....	14-16	26-28.5	17-20	F	VD	32-36	29@4000	22@15"	55N	D	4 1/4-5 1/2	Au	Au	22bte
FORD 8.....	24-26	35-38	17-20	T	VD	32-36	16@2400	22.5@8.5"	55N	H	4-5	19	19	17bte
FORD 8 Custom 300.....	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	55N	D	4 1/4-5 1/2	18	18	12bte
FORD 8 Fairlane and Fairlane 500.....	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	55N	D	4 1/4-5 1/2	Au	Au	22bte
FORD Thunderbird Hardtop.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	18@15"	55N	D	4 1/4-5 1/2	Au	Au	22bte
FORD Thunderbird Convertible.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	21@15"	55N	Ca	5-6	Au	Au	22bte
LINCOLN.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
MERCURY Montclair.....	15	26-28.5	17-20	3bte	VD	32	29@4000	22@15"	55N	Ho	4 1/4-5 1/2	19	19	18bte
MERCURY Montclair & Park Lane.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	55N	Ca	5-6	Au	Au	22bte
OLDSMOBILE 88 and 98.....	16	28-32	19-23	5bte	VD	30	22-26@4400	23.5@21"	70N	RP	5-6	Au	Au	16bte
PLYMOUTH 8 Savoy and Belvedere.....	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	12bte
PLYMOUTH 8 Savoy, Belvedere and Fury.....	15-18	27-32	17-20	10bte	CaP	35	16-20@4600	24-29.5@16"	50N	Ca-St	6-7	10	18	17bte
PLYMOUTH Golden Commando.....	15-18	27-32	17-20	7.5bte	VD	35	17-21@4000	23-29@18.2"	60N	Ca-St	6-7	Au	Au	20bte
PONTIAC Catalina.....	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5"	53N	Ca	5 1/4-5 1/2	Au	Au	22bte
PONTIAC Star Chief and Bonneville.....	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5"	61N	Ca	5 1/4-5 1/2	Au	Au	30bte
RAMBLER American.....	16	28-35	19-23	3bte	VD	33-37	16@4000	13@11"	40N	Ca	4-5.5	16	18	10bte
RAMBLER 8.....	16	28-35	19-23	5bte	VD	33-37	24@4200	23.5@17"	45N	Ho	4.5-5.5	12	12	12.5bte
RAMBLER Rebel.....	16	28-32	19-23	tdc	VD	33-37	38@4000	25.5@15"	50N	Ho	4.5-5.5	16	14	12.5bte
RAMBLER Ambassador.....	16	28-32	19-23	5bte	VD	33-37	38@3900	22@16"	60N	Ho	4.5-5.5	Au	Au	12.5bte
STUDEBAKER Lark 8.....	20	38-40	17-20	2bte	VD	28-33	14@2800	15@12"	50N	Ca	3 1/4-5 1/2	18c	18c	15bte
STUDEBAKER Lark 8.....	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3 1/4-5 1/2	25-27c	25-27c	11bte
STUDEBAKER Silver Hawk 8.....	20	38-40	17-20	2bte	VD	28-33	14@2800	15@12"	50N	Ca	3 1/4-5 1/2	18c	18c	15bte
STUDEBAKER Silver Hawk 8.....	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3 1/4-5 1/2	25-27c	25-27c	11bte

## ABBREVIATIONS

1-1/2" greater on driver's side.  
atdc—After top dead center  
Au—Automatic.  
BB—Bal. and Bal.  
bte—Before top center.  
c—Cold.  
Ca—Carter.

CaP—Crankshaft pulley.  
D—Ford or Holley.  
E—Std. Trans. premium fuel 3" bte.  
Auto. Trans. premium fuel 6" to 10" bte.  
F—Premium fuel 5" to 10" bte.  
With 361-cu.-in. engine, Std. Trans. 3" to 10" bte.  
With Auto. Trans. 6" to 10" bte.

FW—Flywheel.  
H—Holley.  
N—Negative.  
RP—Rochester Products.  
St—Stromberg.  
T—4" bte Std. or O.D. Trans.  
8" Automatic Trans.

tdc—Top dead center.  
VD—Vibration damper.  
W—3" bte Std. or O.D. Trans.  
6" bte Automatic Trans.  
—Q" engine 7.5" bte.



## How fancy can you get!

- Filled at the factory
- Sealed Charged at the factory
- Factory fresh performance



### Silver and Cobalt in a Battery!

Nothing fancy about it fellow. We found that Cobalt did wonders in improving battery performance but needed a helper. Silver acted as a catalyst (like a mouse at a sewing circle) got things moving. Gould, Silver Cobalt Batteries start faster—perform at full power, longer.

**GOULD-NATIONAL**  
BATTERIES, INC.  
ST. PAUL 1, MINNESOTA



"If you think all

**NEWSPAPERS** Eye-catching ads in leading papers will tell motorists it pays to have you install their anti-freeze. Day after day these ads will hammer home the "Zerex" name!

**RADIO** Hundreds of announcements will tell motorists to buy "Zerex" from a servicing dealer!

**OUTDOOR** The hardest-selling billboard ever developed by Du Pont will keep the "Zerex" name in front of your customers everywhere.

**MAGAZINES** Millions of motorists will get the full "Zerex" sales story in many of the country's most popular magazines.

this is a lot of Zerex<sup>®</sup> advertising...



**POINT-OF-SALE MATERIAL** You will get a complete display kit free which will let you tie in with all the rest of Du Pont's advertising. This material will help remind motorists of their "Zerex" anti-freeze needs while they're right in your station — ready to buy.

...now turn

...look who will be on TV for

*Here  
are  
the  
stars..*



*Here  
are  
their  
special  
guests...*



Here are the greatest teams that you've ever had working for you! Milton Berle with Lucille Ball and Desi Arnaz; Jimmy Durante with Gisele MacKenzie; and Milton Berle with Danny Thomas. They'll all appear in a series of

# Du Pont Zerex®!"



special hour-long TV spectaculars. Your customers can't miss seeing these shows—and they will get the "Zerex" sales message over and over again. So order up on "Zerex" now and be all set for a record season!



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

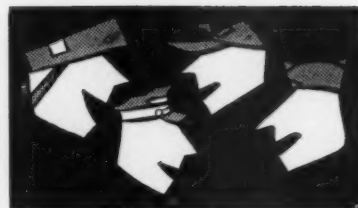
# Readers are invited to contribute to— **SHOP TALK**

## INVENTION FOR SALE

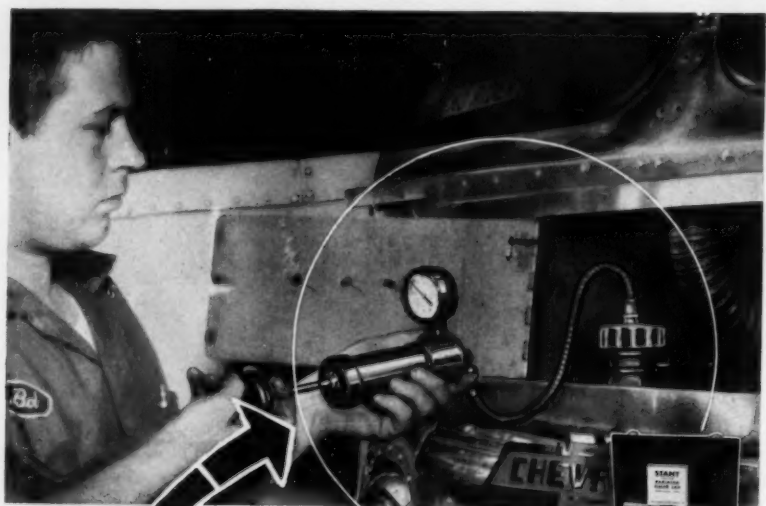
Those in the service industry who are privileged to use the inventions which come on the market can't realize always the problems which have been swept away before they can get their hands on

some of those inventions.

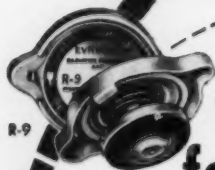
For example, Robert K. "Bob" Christie, Champion Spark Plug Co.'s genial vice president in charge of research and engineering, was telling trade press editors about the long road which finally led to the spark plug tester reported



A column of informal comments about the automotive trade and its problems



ST-255



**your best buy  
for fall servicing**

*Cooling system servicing is now a necessity!*  
Your best tool is Stant's new **Universal ST-255** Tester. Note flexible hose and cap-type end. You can use it anywhere you can operate a cap . . . *sensationally different from anything Stant or anyone has made!* Ask your jobber salesman for sensational offer . . . bonus R-9 caps make your cost unbelievably low! Order needed caps now from your jobber. Or write  
**STANT MANUFACTURING CO., INC.,**  
Connersville, Indiana  
. . . *naming your jobber.*

*used on America's Finest Automobiles as  
Standard Equipment for a generation*



on page 85.

Bob said one genius insisted he had worked out an answer for a spark plug tester. Maybe he had, the researchers thought, so they would let the visitor demonstrate his product.

First, though—unbeknowing to the genius—they rigged up a car with seven worn-out plugs and one new plug. Then they permitted him to hitch up his gadget.

According to his tester, he pointed out to the onlookers, all of the plugs were okay except No. 7!

## A REAL KILLER

Imagine selling a car to a customer who lists his profession as "killer!"

That's what happened to a Norfolk, Va., automobile salesman.

And the customer *was* a killer—at a nearby pork-packing plant, that is.

## MOBILE HOMES

El Paso, Texas

Gentlemen:

It is our understanding that an article was published in your latest edition concerning mobile telephones, used for the promotion of Buick sales in El Paso.

Since this was innovated by our

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.



SARAN FIBERS



### Big Spender

... those who can afford the very best will never accept less than seat covers of SARAN. They want the long-lasting beauty and comfort of luxurious SARAN fabrics ... quality fabrics that stay colorful far longer and are woven to "breathe" for more comfort, summer and winter.

## The most salable seat covers are SARAN

### Bargain Hunter

... the customer who counts every dollar he spends will quickly see how each dollar goes farther when he buys SARAN seat covers. Tough as it is beautiful, SARAN resists wear and tear ... and it never sags or cups. A smart investment for careful buyers.



Yes, America's favorite seat cover fabric is time-tested SARAN. SARAN seat covers offer all customers the ultimate in value. Stock them, display them and you'll see how profitable it is to sell what most people want ... SARAN.

*Good Car-Keeping begins with beautiful seat covers!*

For information write Plastics Sales Dept. 2138E59.

**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

station, we are very anxious to have tearsheets or copies of your magazine containing the article.

Ed. A. SULLIVAN,  
Account Executive,  
KTSM Radio

Glad to send along this material from our July issue.

## Brake Jobs Don't Brake

(Continued from page 69)

I distribute these myself evenings, knowing the neighborhoods and recognizing the cars that are most

likely to yield brake jobs. The response is usually excellent, but even if only one brake job resulted, it would still be worthwhile.

The shop's handbill distribution places our name before a good many car drivers who will associate it with brake work when they think they need a job, and one job alone usually exceeds the \$18 cost of putting out the circulars.

This is a sample of what a handbill brings:

A driver came in looking for a

special-price brake job. Jacking up the car and pulling four wheels, we showed him how worn the linings had become in all four wheels. The drums needed turning on four wheels.

One brake shoe had been damaged and therefore he had no trade-in on that. Two cylinders were leaking. If I recall correctly, total sale came to \$52.50.

We carry a brake stock of \$1,100. Our \$2,500 investment in a brake drum lathe, brake shoe grinder, brake riveting machine and grinder, floor jacks and handtools to do brake work and power wrenches is a basic supplement to the skill a mechanic must have if he is to attract and hold brake work, and make it most profitable.

I trained my mechanic and would say that a man with mechanical ability requires about eight months of supervision before you can turn him loose. I started him at the first step, pulling a wheel and checking a brake lining. In time I taught him to operate the equipment. Throughout I stressed the importance of cleanliness, keeping grease off the brake shoe.

Though he and I handle the major portion of the brake jobs, we do not specialize in brakes. We are both all-round mechanics skilled in doing general automotive repair as it comes into the shop. Brake work now consumes about one third of our gross volume, and of this about 30% comes from dealers and gas stations, 70% from the retail customers.

In every brake contact we have, we educate the customer to quality and budget brakes, showing them the difference and explaining the longer life to be expected from quality.

Brakes are not hard to sell, I repeat. Most customers are already sold on safety and want safe cars to drive around in.

## Stutz Bearcat Designer Dies in Miami at 76

CHARLES E. Stutz, 76, designer of the famed Stutz Bearcat sports and racing car of the '20's, died last month in Miami, Fla., where he retired in 1940 when the depression ended the manufacture of his cars.

A well-known dirt track racing driver, Stutz organized Stutz Motor Car Co. in 1909 with a cousin, Harry C. Stutz. The firm manufactured passenger cars as well as the snappy open-cockpit racing models.

# TWO

## FOR THE MONEY



1

CHAMPION  
CARBURETORS

100% Quality-Controlled! 100% "Flow-Bench" Tested under simulated operating conditions. 100% PRE-ADJUSTED for normal operation... SAVES VALUABLE INSTALLATION TIME! Champion-rebuilt Carburetors contain MORE and BETTER QUALITY New Parts by actual comparison. Guaranteed Same-as-New!



2

CHAMPION  
WATER PUMPS

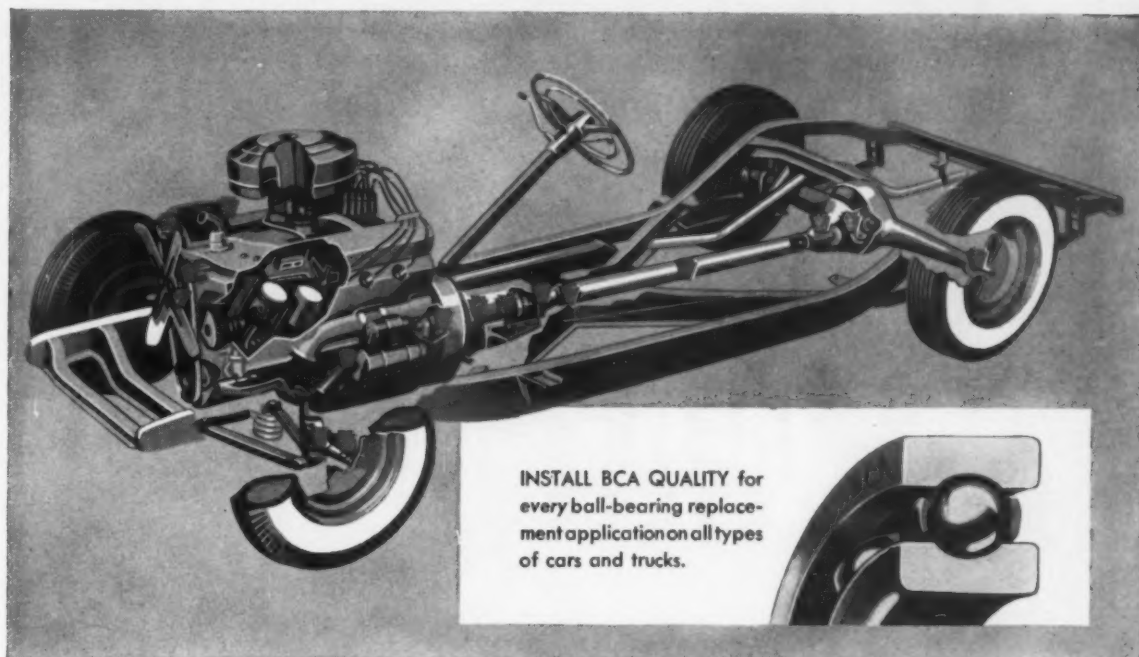
... contain MORE NEW PARTS including 100% New Bearings! Each unit contains a New Seal Assembly and shipped complete with Back Plate! All 100% Vacuum-Tested and sold with Same-as-New unit guarantee!

Write for name of Champion jobber in your city

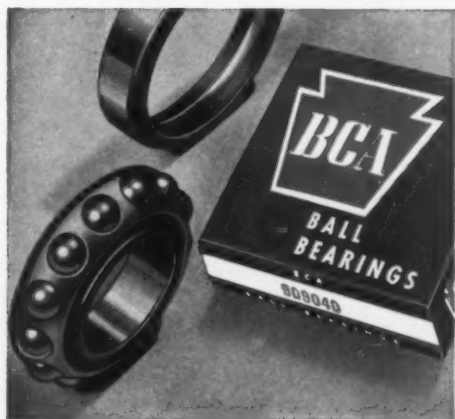
Champion Parts Rebuilders, Inc.

1314 W. 21ST STREET • CHICAGO 8, ILLINOIS

Better products, faster, from your BCA bearing jobber:



## Tally up the profit opportunities for you in the full BCA ball bearing line



From front wheels to rear axle, each BCA keystone marks a spot where you might install one or more BCA quality replacement ball bearings

Wheels, clutches, generators . . . transmissions, differentials and axles—all use ball bearings subject to normal wear and attack by dirt and water. It's a huge, highly profitable replacement market, and here's how to get your share:

Stock and install BCA Ball Bearings! The BCA line is *complete*; includes precision ball-bearing replacements for every automotive use. Over 50 years of BCA experience pay off for you in smooth-fitting, easy-to-install parts; reward your customers with long, trouble-free bearing service life in cars and trucks.

Find out how *you* can cash in on the automotive ball bearing after-market. Call your BCA jobber today for full information, and for fast delivery from stock on the complete BCA line.

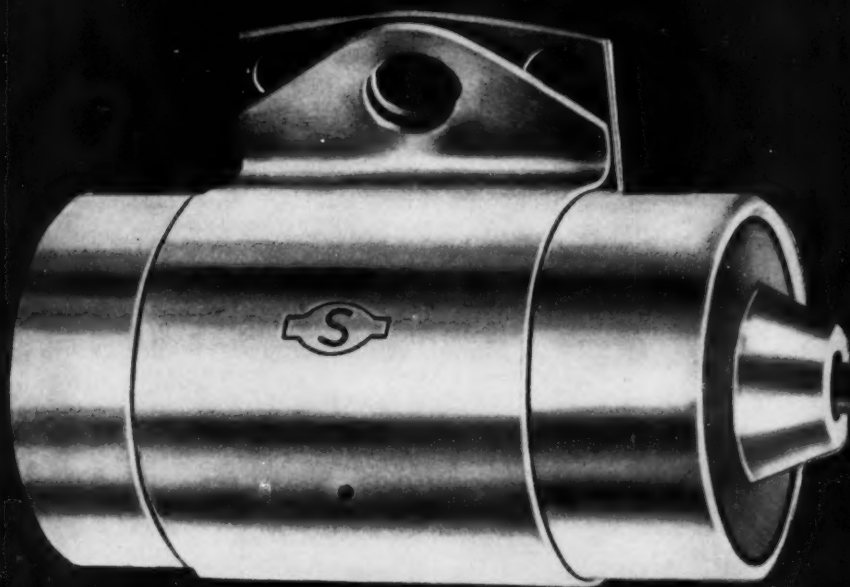
# BCA BALL BEARINGS

FEDERAL-MOGUL SERVICE

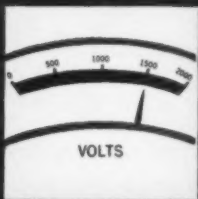
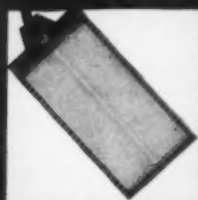
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



# WATERPROOF



# BLUE STREAK "SHOCKMASTER" CONDENSER



## BLUE STREAK

Dear Bill,

I know what you mean, doc! An otherwise good day can be spoiled when some customer flips and sounds off on the lousy service or high prices.

Occasionally these "day spoilers" are soreheads and aren't happy any place or with anyone, but you have to be on guard that you haven't teed off a Mr. Average Man, and that there isn't a hole in your service procedures that will tee off anyone under the same conditions.



## Smarter! NEW 2-TONE DESIGN MONKEY GRIP CAR MATS



...faster selling!

in 9 car harmonizing colors

Build higher profits with Monkey Grip FULL FIT Car Mats! Fine quality and craftsmanship, plus customer-pleasing style in smart two-tone diamond center design assure booming sales wherever these mats are shown.



### Exclusive!

Trim corner section to fit Hardtops and Convertibles.

### ASK YOUR AUTOMOTIVE JOBBER

Descriptive catalog pages showing all mat colors are available upon request.

... plus these

other sales-making features

- ✓ UNIVERSAL SIZE and DESIGN — to fit more cars ... accurately.
- ✓ DEEP RIBS for EASIER CLEANING — no obstructions to prevent complete cleaning by simply sweeping out.
- ✓ LIVE HIGH-GRADE RUBBER—for longer wear, brighter colors.
- ✓ RICH HARMONIZING COLORS — to match all car shades.

**MONKEY GRIP SALES CO.**

P. O. Box 6170  
Dallas, Texas

So you have to study each situation to make certain that you aren't somehow looking at the problem altogether from your own side of the fence. You can save yourself trouble by putting on the customer's glasses and shoes, and see just how you might react under the same set of circumstances.

It was just such a complaint that you encountered and mentioned in your letter that brought about a change in our setup. We had just got ourselves "departmentalized" with a service sales crew of greeters to get jobs out as fast as man and machine could get them out. Everything should have been swell, but the boss began to hear more complaints about our service than ever before.

He looked into the routine again and decided we'd have to install another step in the service selling and routing of work.

At first the system had seemed fool-proof. The customer was greeted, his order was taken and his car was routed to the department where that job could be done quicker and better, since the specialized mechanics and machines were grouped for just such a job. The shoe seemed to pinch where the customer had a small job that he wanted done right now. All was jake if the department involved wasn't busy, but if the dispatcher had loaded the department with several big rush jobs, then how in all good conscience could other jobs be pushed in ahead of these scheduled jobs? What chow-hound should demand preference over others who had got in ahead of him in the line? That was our viewpoint.

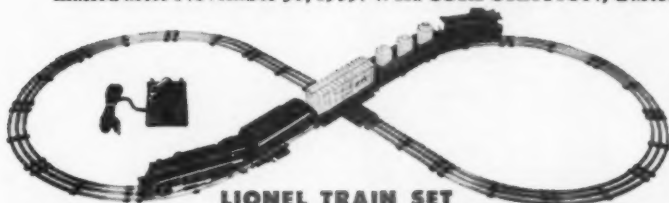
But when you look through the glasses of an old customer who has depended on a certain shop for his service and who suddenly finds his transportation is jeopardized at a crucial time by some simple ailment that would require only a 30-minute job, then you can't expect

**Make Your Favorite Youngsters  
Happy This Christmas!**

# LIONEL TRAINS

from  
**wix®**

Your choice of either the sensational Lionel Train Set or the Railroad Accessories Set for only \$12.95, plus C.O.D. charge. (WIX pays the postage). Your WIX Jobber will give you a Certificate, when you make a smart buy of only 24 WIX Oil or Air Filter Cartridges. This entitles you to get either one of these great Sets, worth \$30. You win big two ways—with a small stock of sales-active WIX Filter Cartridges that will turn over fast for you—plus genuine Lionel Trains or Accessories at a fraction of their cost in the store! Call your Jobber right now, or write us direct. Pre-Christmas delivery cannot be promised on certificates mailed after November 30, 1959. WIX CORPORATION, Gastonia, N. C.

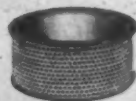


**LIONEL TRAIN SET**

- LOCOMOTIVE & TENDER • GONDOLA • 3 CANISTERS • BOX CAR
- CABOOSE • 45 WATT TRANSFORMER • 12 SECTIONS CURVED TRACK
- 3 STRAIGHT TRACK • 90° CROSSOVER TRACK • UNCOUPLING TRACK SET
- LOCKON • LUBRICANT • INSTRUCTION SHEET

## ACCESSORIES SET

- ANIMATED NEWSSTAND • ROTARY BEACON
- AUTOMATIC CROSSING GATE • 3 BOULEVARD LAMPS
- 12 TRADING CARDS • 52 x 37" COLOR RAILROAD MAP



**PRESCRIPTION FILTRATION**

him to do handsprings when you tell him that he can have his car right after you have finished several major, several-hour jobs. He's the polite type who wouldn't crowd ahead of anyone in a waiting line, but courtesy isn't his problem at this time; he has an appointment and he needs his car.

Tell him he can't have it for several hours and he may either soundoff a bit and then go some place else, or he may just say he'll come back later - and go some place else. In either case there is

a strong chance he won't come back.

It was for cases like these that we installed the new "short order" department between the service line and the sales desks. If delay will possibly embarrass a customer needing a small job, then we see that it is rushed through this quick-service department.

We only keep one mechanic in this department, but mechanics from all other departments are subject to call to help him out when the work stacks up.

Small comebacks, free adjustments and the like are also routed through here to avoid traffic tie-ups, so it is now an integral part of the operation, and probably the best customer-holder we have.

Yrs,  
Ed.

## We Moved to Suburbia

(Continued from page 66)

area to readers of the metropolitan dailies, we placed two full-page advertisements in morning and afternoon newspapers announcing our relocation. Many of our old friends, now suburbanites, we felt would be sure to look us up.

We ran a series of five advertisements in the suburban newspapers calling attention to the large and varied display of good values in used cars. We went along with Wheaton merchants on a special section in the suburban newspapers using a double-page spread on used cars. Also, some 25,000 circulars were distributed for us from door to door on attractive car values by a newspaper that makes such arrangements.

The move has proved a most successful and promising one for us. Any metropolitan dealer faced with a similar problem has only one choice to make if he is to stay in business:

First, it is important for him to pick the right location where his services are needed and to keep keyed to the potential. For this he may have to confer with his local planning commission.

Second, for the most modern operation adaptable to the times, he will have to incorporate desirable shop features that have come out of his experience working closely with his architect. Efficiency and eye appeal in his new building are worthy objectives.

If you're a dealer caught in the same situation we were, act now. Don't lose time in indecision. We only regret that it took us three years to make up our minds. The move will revitalize every department of your operation.

## Smithfield Tarheels Pick Buie

W. O. Buie of Buie Motors, Inc. (Lincoln-Mercury), has been elected president of the Smithfield (N. C.) Automobile Dealers Association. Vice president is Audley M. Baggett of Wilson Chevrolet, Inc., and Newitt P. Williams of Williams Motor Co., Inc. (Buick), is the secretary-treasurer.



**STILL**  
**"TAKING THE COUNTRY...  
'BUY' STORM!"**

**MILLING MACHINE...** Mills heads and blocks in ten minutes or less. Best possible surface for gasket seal. Positive control of stock removal. The REAL way to insure original factory finish.

The addition of S-V...  
perm...  
dling...  
heads and blocks. The crane is sold as optional equipment in truck mounts and floor dolly. Write for crane catalog.

**MODEL 85B...**  
is by far the most profitable of all resurfacing machines because of low upkeep and minimum labor time required.

Write for Free literature on all S-V Equipment

**Storm-Vulcan, Inc.**

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT  
2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas



More than 50 manufacturers participated Aug. 22-23 in the annual Mid-South Parts Show sponsored by Automotive Jobbers Warehouse, Inc., at Memphis. Fred W. Kieffer, president of the warehouse, reported jobber attendance "excellent." Among manufacturers and representatives present were (l. to r.): Ted French and Wesley Aaron, Charles Rogers, Kieffer and Al Tibesart. A similar show is planned for 1960.

## GMC Begins Production On V-6 Diesel Engine

**P**RODUCTION got underway last month on a V-6 diesel-engine-powered GMC lightweight highway tractor, according to Philip J. Monaghan, vice president of General Motors and general manager of GMC Truck & Coach Division.

Representing a break-through in engineering design, the V-6 diesel engine, Monaghan said, "offers more power per pound, far better accessibility for servicing, greater smoothness of operation due to better balance and increased rigidity."

The engine alone weighs 200 pounds less than the in-line unit of the same displacement and is a direct injection, 2-cycle unit with  $4\frac{1}{2}$ " bore and 5" stroke with a compression ratio of 17 to 1 and rated at 189 gross horsepower at 1,800rpm. Displacement is 425.6 cubic inches.

Many parts are interchangeable with those of the in-line 6-71 unit, including pistons, rings, wristpins, cylinder liners, cylinder heads, housings, timing and injector mechanisms. An important feature is the accessibility of all parts and accessories.

## British Motor Corp. Unveils Baby Car

**A**NEW type of small car without the transmission hump found in conventional models was unveiled last month by British Motor Corp.

The engine and transmission mounted across the front of the

car, parallel to the front axle, drive the front wheels and thus eliminate the hump.

Although little more than half the size and about one-third the weight of the average American car, the new ADO 15 can seat four adults in comfort, the manufacturer said. Its 850cc, four-cylinder engine reportedly will develop 36hp and give the car a 70mph speed and 46 miles to the gallon. Independent suspension all around and rack-and-pinion steering are

said to give the car exceptional road-handling qualities.

The car is an addition to the BMC lines and does not replace any present models. In Britain the basic price is \$980. A. E. Birt, president of Hambro Automotive Corp., U. S. representatives of BMC, said he does not expect the little car to make its debut in this country probably "until a little later."

## Thomas Keating Retires As GM Executive

**T**HOMAS H. Keating, 65, General Motors group vice president in charge of passenger-car division and former manager of Chevrolet Division, retired Sept. 1 under the GM retirement program.

During the past three years Keating has had responsibility for coordinating sales, production and merchandising efforts of GM's five car divisions. He was named to the post July 1, 1956, after nearly 40 years with Chevrolet, during which he rose from a clerk at the Chevrolet Tarrytown plant to general manager.

He joined the division in 1917 and became general sales manager in 1945. He was elected general manager of Chevrolet Division and a vice president of General Motors in 1949.

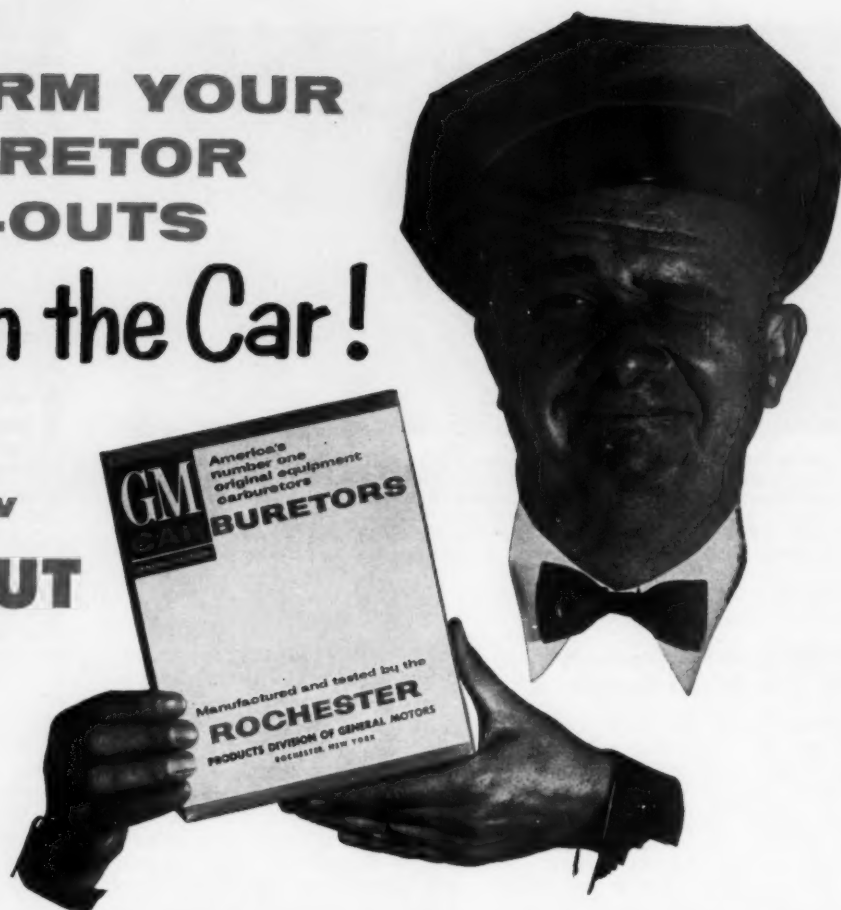
In 1927 Keating was Atlanta (Ga.) zone manager for the Chevrolet Division.

"Anyways, my folks owe more on our car than yours ever did!"

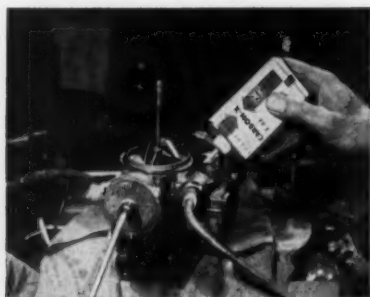


# PERFORM YOUR CARBURETOR CLEAN-OUTS Right on the Car!

with new  
**KLEANOUT  
KIT**



**FACTORY RECOMMENDED! GIVE TOP-QUALITY CLEAN-OUTS WITHOUT REMOVING CARBURETOR! SAVE TIME! BOOST PROFITS! ASSURE SATISFACTION!**



Apply X-44 Carburetor Cleaner to the outside of the carburetor. This efficient cleaner quickly loosens external gum and dirt. The results: a top-quality job without removing carburetor.

This new Kleanout Kit is the only complete kit available for on-the-car carburetor cleaning. It contains everything you need for a top-quality job. There are no unnecessary gaskets . . . *only the parts you need*. What's more, it contains the exclusive new X-44 Carburetor Cleaner in the handy new applicator can especially designed for on-the-car cleaning.

This time-saving method of carburetor cleaning is recommended by the world's largest manufacturer of original equipment carburetors. And it's available for both single, two and four jet carburetors. Order today from your UMS distributor. Rochester Products Division of General Motors Corporation, Rochester, New York.



America's  
number one  
original equipment  
carburetors

## ROCHESTER CARBURETORS

This uniquely-engineered truck on a 163½" wheelbase, with its one-man cab taking up only 5.6% of the over-all area, was built by The White Motor Co., Cleveland, O., with special refinements by Mayer Pollock Co., to solve specialized materials handling problems for J. T. Edwards Co. of Columbus, O. The 195-square-foot deck is 96" wide behind the cab and 62" wide alongside, providing an additional 22% loading space over standard trucks of comparable wheelbase. The cab of the "Util-I-Deck" is 32" wide and 57½" long with good visibility in all directions in loading and transport. At the turn of a key, the cab and adjacent deck tilt to permit easy engine access.



### Quick Job Reference

(Continued from page 72)

performed for him goes into the book in the same manner and on the same sheet.

The job ticket then goes into a numerical file, where it may be found quickly, regardless of age. Tickets for the past four years are in files in the office. Older tickets are in stored records.

The looseleaf record book serves in numerous ways. For example, a customer may come in and say his brake bands seem to be worn out "and you installed new bands three or four months ago."

Stinson can check the customer's service record, note the job ticket number listed approximately four months previously, remove the ticket from the file and see if the customer merely had his brakes tightened and adjusted. He can show this to the customer and dissipate any adverse opinion of the garage's service.

"We frequently find it necessary to check on filed work orders," Stinson said. "By referring to the customer's record in the binder, we can find any or all of his tickets in a minute, whereas without the record it would be a major task fingering through hundreds of filed tickets."

### Davidson, N. C., Names Hill

New president of the Davidson County (N. C.) Automobile Dealers Association is J. H. Hill of Hill Motor Co. (Ford), Denton. J. G. Thomason of Thomason Chevrolet, Thomasville, is vice president and Robert Johnson of Yadkin Valley Chevrolet, Denton, is the secretary-treasurer.



*Memo from Murray*

*When you're under the hood,  
Where profits are good,  
Remember,  
Hose Clamps need changing, too!*



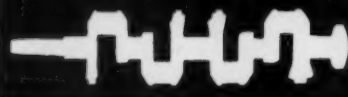
Standardize on the complete line  
of Murray automotive necessities

**MURRAY**  
COMPANY

TOWSON-4, MARYLAND

Hose Clamps • Steel Reinforced Plastic Battery Hold Downs • Battery Service Products

...for specialized  
crankshaft service...



## MR. JOBBER...

Ours is a COMPLETE CRANKSHAFT SERVICE - Reclaimed to Standard Journal diameter by our "ARCWELD" process, or reground - by experienced craftsmen with modern equipment and "know-how".

Quick Service, Fast Delivery & guaranteed, quality Workmanship are part of our services, along with Dynamic Balancing and "Magnaflux" inspection. Users of our Services tell our story best.

Also - INDUSTRIAL CAMSHAFT SERVICES - where expert craftsmen Chrome plate Main Bearing Journals; regrind and "Parkerize" the lobes. Reconditioning Connecting Rods (a specialty).

Call either of our 3 locations for Quick Service, Fast Delivery & Guaranteed, Quality Workmanship - or for further information and literature.

## STANDARD CRANKSHAFT COMPANY

PLANT AND OFFICE  
117 Southside Drive  
CHARLOTTE, N.C.  
Phone JA 3-2202

928 23rd St. South  
BIRMINGHAM, ALA.  
Phone FA 4-7862

1078 W. Adams St.  
JACKSONVILLE, FLA.  
Phone ELGIN 6-1444

## \$18,000 in Overhauls (Continued from page 75)

pump we found it was working improperly and no overhaul was needed at all. On the other hand, a police car was brought in, a '57 Plymouth with over 100,000 miles on it, wanting nothing more than a tune-up and oil change. Going into the engine thoroughly, we found a motor overhaul was needed, a new camshaft and rebore job which brought \$561.

Among industrial equipment jobs we have taken on for engine overhauls were fork-lift trucks, concrete mixers, street sweepers, air compressors, tractors and farm machines. On a fork-lift lumber truck where there was low compression, we did an engine overhaul, replacing crankshaft and doing a rebore job. This sale was close to \$700.

Last week we were called out on a car that had a tap in the engine. The rod and piston had broken and fallen into the pan, making a clicking sound. With engine damaged, the car was running on seven cylinders. Here we recommended replacing the engine rather than overhauling it, because the repairs would exceed the value of a new engine.

My son handles all motor overhauls. An all-round mechanic of long standing, Dick has attended ignition, carburetion and electrical schools, as well as factory classes in the various parts of an automobile. It is his responsibility to see that only conscientious skilful work leaves the shop so that word of our good work will spread and bring more and more jobs in overhauls to us.

We guarantee our overhauls for 90 days. If a complaint occurs during this period, we ascertain if it was our fault. If machine work was not done properly, that's our responsibility.

## Snap-on Tools Opens Atlanta Warehouse

**S**NAP-ON Tools Corp. of Kenosha, Wis., last month opened its new \$100,000 warehouse and office building at 2075 Liddell Dr., N. E., Atlanta, Ga.

The brick and steel structure houses the Southern regional warehouse, regional repair depot, regional industrial sales division and the Atlanta branch sales office. The operation employs 25 persons. C. W. Hooper is the manager of this facility.

(Advertisement)

## service station tune-up business GOING-UP!

Service Stations are entering a new era of customer service. What was once a duty of pumping gas, adding oil, and then somewhat later, selling TBA items, is fading fast. Today, service stations are facing the challenge of offering minor service functions. What has caused this gradual expansion of customer service? The customers themselves.

Take tune-up for example. With more vehicle owners than ever, and yet with no appreciable increase in service shops to handle their vehicles, owners have had to turn to service stations equipped to offer tune-ups.

Let's consider this, too. These millions of vehicle owners are relocating. We find them in abundance in suburban and rural areas. And, naturally, they want local, neighborhood service. So the service station is fast becoming the stop for tune-up service. The progressive service station is equipping to handle this new trend, and finding that among all minor services, tune-up ranks first in profits.



Some station operators are hesitant to join the trend because of the lack of qualified mechanics. But one manufacturer—who has been in the business for over 35 years—has taken the "bull by the horns" and has done something to help alleviate the situation. This manufacturer—C. E. Niehoff & Co., Chicago—has just published a new, simple how-to-do-tune-up manual. Called the "ABC's of Motor Tune-Up" this manual—or better yet, this tune-up guide for greater profit—makes it possible for even the "cub" mechanic to do a highly satisfactory tune-up job. This new tune-up guide, coupled with the Niehoff special tune-up assortments of both ignition parts and testing equipment, seems to be the answer for service stations wanting "in" on the new minor service opportunities. Further information is available from C. E. Niehoff & Co., 4925 Lawrence Avenue, Chicago 30, Illinois.

the greatest

# TUNE-UP

package in history!



now...from NIEHOFF...everything you need

**FOR MONEY-MAKING TUNE-UP SERVICE!**

Here they are—two complete tune-up packages styled to get you into the money-making tune-up business! With the Niehoff Major or the Niehoff Minor you get everything needed for major and minor ignition tune-ups. Both include ignition parts and testing equipment—PLUS the ABC's of TUNE-UP, the easy-to-understand "know-how" guide that makes tune-up experts out of cubs!

Take advantage of the trend to service station

tune-ups—be ready to give car owners in your neighborhood the ignition service work they want.

Boost your gas, oil and TBA sales . . . increase customer loyalty, add prestige to your operation! Do it with NIEHOFF—your *one source* for everything in tune-ups—parts, test equipment and know-how. Ask your jobber—or write us direct—for full details. Do it today.

## NIEHOFF

**AUTOMOTIVE PRODUCTS**

*Send for new booklet that explains the  
Niehoff Major and Minor, "The Trend is to You".*

**C. E. NIEHOFF & CO.**  
4925 Lawrence Avenue, Chicago 30, Illinois

Ignition Parts • Testing Equipment • Hydraulic Brake Parts

## Same Gross from '60's?

(Continued from page 67)

Driver Sales & Service, Inc. (Dodge-Plymouth), Waynesboro, Va., found some disagreement with this metropolitan dealer. New-car gross profit will likely run the same and over-all gross profit will be about 5% higher, he said.

"We think new-car activity will be better, but giving up Plymouth will offset this," he commented.

Alva Heavin of Heavin Motor Co. (Ford), Salem, Mo., antici-

pated the same gross profit, accounted for by "dealers being so hard-pressed by the factory that they will sell at cost."

Tip Collingsworth of Collingsworth Motor Co. (Studebaker), Perryton, Texas, said his percentage of gross profit had been higher this ending year than the three previous years and he expected the same gross profit in the new year.

A. G. Williams of Steel City Oldsmobile, Birmingham, Ala., looked for the same gross profit in the new year as in the concluding

one. "The market seems to have settled down with most of the weak competition out," he said. "Competitive conditions seem near normal. We believe the greatest pressure will be on expense control."

A. E. Jackson of Jackson Chevrolet Co. (Chevrolet-Oldsmobile), Summerville, Ga., reported 1959 had been "an average profit year" and "we expect local business to remain about the same," except for a rise in shop volume.

Because of "competition," the same profit figures as for this year should prevail, said Arthur J. Pokorny of Talbott Motor Co. (Ford), Baltimore, Md.

The De Soto-Plymouth-Hillman dealer of Kingstree, S. C., R. C. Rogerson, looked for a rise of 5% in gross profit because of "completely new models and the addition of the new economy car."

J. D. Lewis of Ashford Motors, Inc. (Cadillac-Oldsmobile), Mt. Airy, N. C., was among those anticipating higher gross. It should run 10% greater, he said, due to "slow sale of 1957-58-59 models and in my opinion the demand for 1960 models will be good."

A 40% increase in gross profit should be realized because "we expect to do better trading," said A. F. Lanier of Lanier Buick Co., Alexandria, La.

"Population growth" in Florida should account for the 20% increase in gross profit expected at Gus Faulk Chevrolet, Titusville, said Gus Faulk.

D. J. Caithness of Caithness Buick, Inc., Bethesda, Md., said that new-car gross profit should run the same, with a rise of 10% in gross profit from all operations.

"Competition will not allow us to make more," he added. "Good management is the only answer. Also a slight increase in sales."

Southland Motor Co. (Ford) anticipates the same gross profit in the new year in Macon, Miss., said M. W. Anderson.

## A SINGLE SOURCE OF COMPLETE INFORMATION

Here is the Key...



To Greater

**AUTOMOTIVE SALES**

### FULL COVERAGE

The S. A. J. Directory gives full and complete coverage of the Southern automotive buyers. A copy of the S. A. J. Directory is sent to the buyer of every automotive jobbing house on record in the nineteen Southern and Southwestern states — branch stores and main offices. In addition, copies are sent to oil equipment jobbers, specialty jobbers, and to district offices of the major oil companies. With over 6,000 Directories, every jobber buyer of automotive parts, equipment or supplies in the South and Southwest receives a complimentary copy.

SOUTHERN AUTOMOTIVE JOURNAL's Directory of Automotive Manufacturers and their Southern and Southwestern Representatives is received with enthusiasm by the jobbers throughout the territory. Published annually, the coming Directory will be the fourth edition.

Listing approximately thirteen hundred manufacturers of automotive replacement parts, equipment and supplies, the Directory shows complete factory address, plus the name, address and telephone number of each of the Southern and Southwestern offices or representatives of the manufacturer.

The Directory hangs on the desks of most of the buyers of the automotive wholesalers throughout the South and Southwest and is used continuously throughout the year.

### EFFECTIVE ADVERTISING TIE-IN

Your advertising in the S. A. J. Annual Directory keeps your story in buying hands when your customers and prospects are looking for sources of supply — are contacting Southern or Southwestern representatives for information.

Each advertisement is positioned as close as possible to the complimentary listing of the manufacturer and his Southern and Southwestern representatives.

In the alphabetical listing of manufacturers, the company name and address of each advertiser is shown in bold face type, with reference to the page number of the advertisement.

The products of each advertiser are listed in the buyers' guide.

CLOSES NOVEMBER 1ST—RATES ON REQUEST

## SOUTHERN AUTOMOTIVE JOURNAL DIRECTORY

of AUTOMOTIVE MANUFACTURERS AND THEIR SOUTHERN AND SOUTHWESTERN REPRESENTATIVES

806 Peachtree Street, N.E.

a W. R. C. Smith Publication

Atlanta 8, Georgia

## Dynatron Corp. Opens Miami Facilities

COMPLETION of a 10,000-square-foot, air-conditioned, steel and concrete manufacturing plant at 2545 N. W. 75th St. in Miami, Fla., has been announced by Dynatron Corp., manufacturer of plastic filler for automobile-body maintenance work.

The building houses the company's main offices, complete production facilities and a new testing and research laboratory.

# SAVE DRIVERS 3¢ A GALLON! EARN YOURSELF \$1 A MINUTE!

## Big money for everybody in spectacular **FRAM** AIR FILTER DRIVE



**GAS-SAVING STORY MAKES NEWS!** National magazine advertising and a coast-to-coast outdoor campaign are delivering over 700 million FRAM ad messages this year. Don't miss out on big air filter profits—Act Now!

Dry type air filters are today's fastest growing service item—used as original equipment by all car manufacturers.

Automotive authorities agree these filters clog with dirt and can cut gas mileage up to 10%. Replace clogged filters with fresh Fram Filters—you can save customers as much as 3¢ a gallon on gas! It's a great sales story—in a great new replacement market.

Fram now puts you into this big-profit business fast—with this full scale air filter sales drive. Order a full supply of Fram Air Filters—and cash in.



**TIE IN!** This dramatic poster makes you headquarters for gas-saving service! Display it. Get full benefit of Fram's hard-hitting advertising.

\*patented  
†patent pending



**CASH-IN!** Earn \$1 a minute! It takes less than 2 minutes to install a new Fram Air Filter—and the profit is almost \$2! Sales come easy when you use a Fram Inspect-O-Scope\* or Inspect-O-Lite†.

## Win 5 Silver Dollars! Catch the Fram Air Filter Fantom!

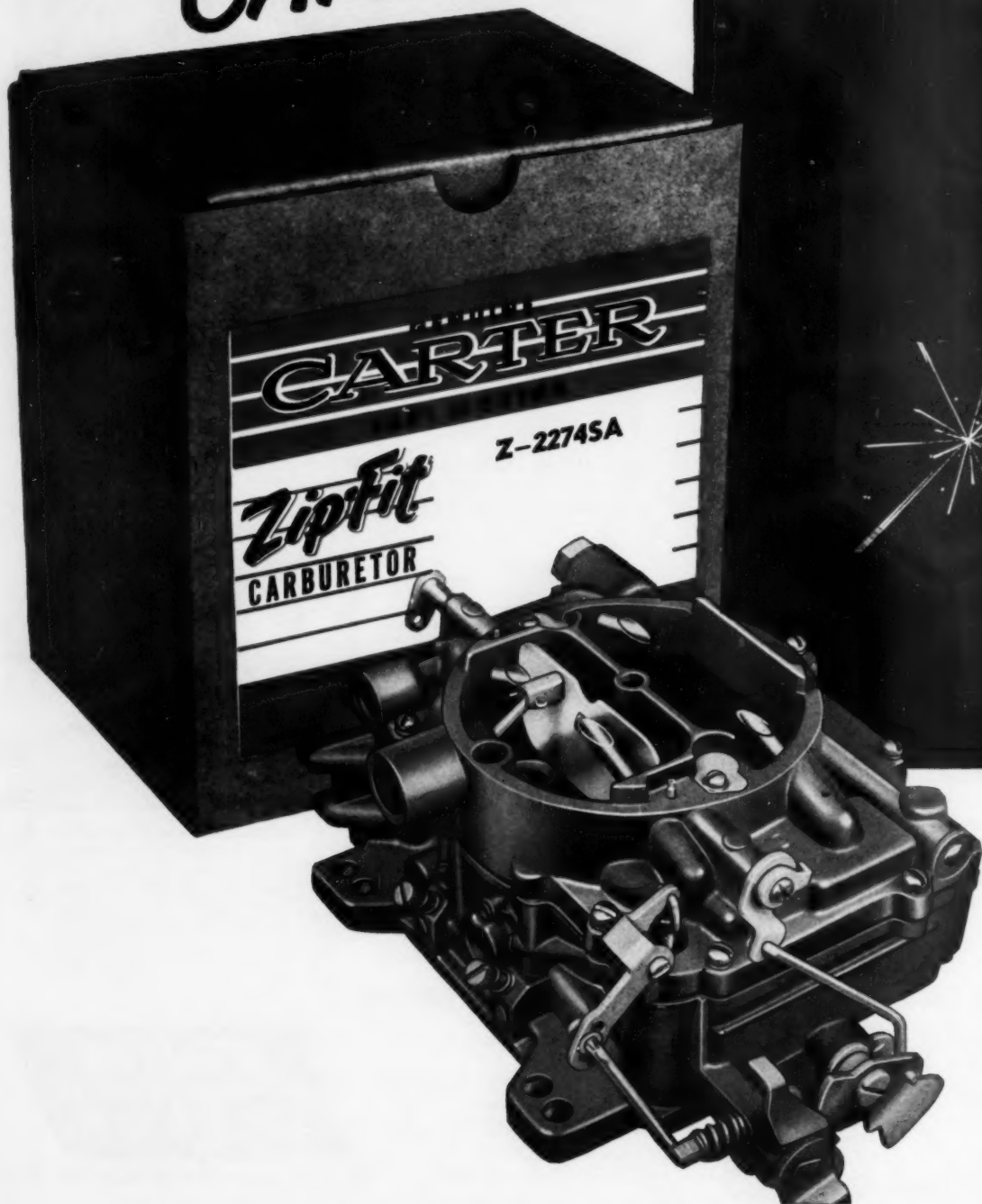


Drivers of Fram Air Filter Fantom Cars are calling on dealers everywhere! When one drives in, any dealer who asks to check the air filter immediately gets 5 Silver Dollars. If you use any light test, you get \$10! See your supplier for details.



Fram Corporation, Providence 16, R. I.

# A CLEAN DEAL FROM CARTER



# COMPETITIVE PRICES AND NO CORE CHARGES WITH CARTER *Zip-Fit* CARBURETORS

40 FASTEST-MOVING CARTER CARBURETORS NOW  
AVAILABLE IN THE FABULOUS NEW *Zip-Fit*® SERIES!

Why bother with trade-ins, messy cores, core charges,  
and the extra bookkeeping? You can offer all-new Carter  
Carburetors priced competitively with rebuilt (used) carburetors!  
Carter *Zip-Fit*® Carburetors are brand-new original equipment  
units . . . flow tested . . . factory calibrated . . . fully guaranteed!  
Everything's the same but the price! And installation is  
extra fast . . . take off the old . . . put on the new!  
Get on the extra-profits bandwagon now.

TAKE ADVANTAGE OF IMPORTANT NEW PROFIT OPPORTUNITIES  
WITH THE NEW CARTER *Zip-Fit*® CARBURETOR!

CALL YOUR CARTER SUPPLIER TODAY!

**ANOTHER PROFIT-MAKER:**  
Carter Zip-Kit Carburetor Clean-Out Kits!  
(Genuine Original Equipment Parts)



C A R T E R   C A R B U R E T O R  
DIVISION OF QCF INDUSTRIES, INCORPORATED • ST. LOUIS 7, MISSOURI





**STRONG ENOUGH  
TO SUPPORT  
165,000 POUNDS  
OF LOCOMOTIVE\***

The bearings in today's engines are exposed to tremendous loads. It wasn't too long ago that a bearing with a load carrying capacity of 2000 pounds per square inch was adequate. But, greater horsepowers . . . higher compression ratios . . . higher rpm's have set new requisites.

That's why Monmouth bearings are designed with such high load carrying capacities. Take

the Clevite 77 bearing for instance . . . it has a load carrying capacity of 7500 pounds per square inch. That fact means a substantial bonus in bearing performance and life on the job.

Always use replacement engine bearings that you can install with confidence . . . specify Clevite 77. Get them from your N.A.P.A. jobber.

\*The Clevite 77 bearing referred to here has 7500 lbs. per square inch load carrying capacity and a surface area of approximately 22 square inches.

# Monmouth

**ENGINE  
BEARINGS**

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



\*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation

## Designed for Shop Growth (Continued from page 71)

and pass out information as they enter.

One thing that makes a favorable impression on the car owner as he enters is the unusual cleanliness of the floor and surroundings. Powell designed a floor with a finish to which dirt cannot easily stick. It lends itself to easy and time-saving cleaning. The clean, fresh condition especially appeals to ladies.

Powell said that one problem he encountered in erecting the building was financing. Many finance companies declined to help because they insisted that a building constructed for a garage couldn't be used for any other purpose if the operator went out of business.

So Powell planned a building that could, if necessary, be used for a furniture store, appliance store, supermarket or other activities. He also built it with an eye to his own growth.

If shop work continues increasing as satisfactorily as in the past, he can move his office, his files and other accounting equipment to what is now the front waiting room. He believes it can serve both purposes.

The shop area can now take nine cars in repair or in waiting. Still more cars could be handled if the office is moved out of the shop into the front room.

## Chrysler Assigns Valiant To Plymouth-De Soto

**B**ASIC marketing responsibilities for the Valiant, Chrysler Corp.'s new economy car to be introduced next month, have been assigned to the Plymouth-De Soto Division, W. C. Newberg, executive vice president, announced.

The enlarged Plymouth-De Soto-Valiant Division will continue under the direction of Harry Chesebrough, Chrysler vice president and division general manager.

Newberg said studies indicate that selection of Valiant dealers should be made on the basis of dealer location and market potential, rather than exclusive distribution by a single dealer group. Additional marketing plans will be announced soon, he said.

E. P. Letscher, general sales manager for the division, will assume additional responsibilities for Valiant, as will J. W. Minor, marketing director.

## Sterling Precision Buys Louisiana Trailer Firm

**P**URCHASE of Nabors Trailer Co. of Mansfield, La., by Sterling Precision Corp. of New York has been announced by W. C. Nabors, owner of the truck-body manufacturing company.

The firm, which employs some 250 persons, will continue without change in personnel, it was announced. Claude H. Roberts, who has been with the company for many years, will be executive vice

president and general manager. Organized in 1923, the Nabors organization has service and branch offices in Jackson, Miss., Memphis, Tenn., and Dallas and Houston, Texas.

## Carter Appoints Mullin

R. J. Mullin has been named service manager of Carter Carburetor Division of ACF Industries, Inc., according to G. P. Robers, vice president of replacement sales.

*this powerful*



**Feridium\* anode  
MAKES THE BIG  
DIFFERENCE  
IN  
LEE**

**Resin-weld\***  
**OIL FILTERS**  
**THE ONLY FILTERS THAT  
COMPLETELY REMOVE  
BOTH SLUDGE AND ACIDS!**

Of course, there are other big differences in LEE FILTERS that set them completely apart from all others. They feature **ONE-PIECE CONSTRUCTION** — **BUILT-IN NEOPRENE CENTER POST SEALS** — **MULTI-FLOW PERFORATED CENTER TUBE OUTLETS** — **TOP AND BOTTOM PLATED FINISH STEEL CAPS** — **PLATED FINISH STEEL SHELLS** (there's no paint to dissolve and contaminate the oil) — **FULL-FLOW UNRESTRICTED BODY SHELLS** (as many as 3,000 inlet and outlet apertures) — **HEAT-TREATED AND CURED ACCORDION-PLEATED, RESIN-IMPREGNATED, FULL-FLOW ELEMENTS** and the famous **FERIDIUM\* ANTI-ACID ANODE CATALYST!**

Lee Resin-Weld\* Filters conform to functional standards set by SAE, U.S. Army Procurement, Fort Belvoir Research and Development and initial equipment requirements of car manufacturers. Write for catalog.



**"Discardit"™  
LEAK-PROOF Element  
with the  
Feridium\* Anode!**



**"Micralytic"™  
FLAME-PROOF  
Element  
for Carburetors!**



**\*Feridium, Resin-weld, Discardit and Micralytic are the Registered Trade Marks of Lee Filter Corp. Patents Pending.**

**LEE FILTER CORP., North Arlington, N. J.**

## Too Much "Distribution"

(Continued from page 77)

from in major lines.

"Of course, more and more people are getting into the business. It bears out what I said, that many believe the automotive aftermarket is a get-rich-quick business. But it is also my firm belief that, one of these days, the saturation point will be reached and then it will be survival of fittest.

"As for our operation, we are now separating jobber sales from the rest of the business so we will get a more accurate record on jobber business and see how we come out. One of our biggest headaches is keeping track of sales and reporting them for wholesale allowance, or functional compensation."

R. E. "Bob" Story, president of Connor Mathes Co., Inc., Plainview, Texas, views the situation with less concern, believes he and his company still have much to learn about the business and thinks the manufacturers will have to "come up with the answers." He writes:

### Two Types of Distribution Here

"In our area, which covers Northwest Texas and Eastern New Mexico, we have two types of distribution, the warehouse distributor and the wholesale distributor. We use these designations for lack of better ones. The wholesale distributor is also called a redistributing wholesaler.

"The warehouse distributor operates out of a warehouse selling only to—and not in competition with—his jobber accounts, selling to the jobbers on the manufacturers' jobber cost sheets and reporting his jobber sales to the manufacturers for compensation for the services rendered. Most of the manufacturers require jobber contracts on their lines and it is beneficial to all concerned.

"The wholesale distributor sells on both the jobber level and the dealer level. He also reports his jobber sales for compensation.

"It is a moot question as to which procedure is the better. Both approaches are still in a state of flux. There is not a town in our area that does not have one or more jobbers in it. The jobber, large or small, does a distinct service in making necessary parts quickly available to the public.

"Our warehouse, located in Lubbock, is strictly a warehouse distributor operation. Our salesmen work a radius of approximately 150

miles out of the warehouse. Our Plainview store salesmen work a radius of approximately 40 to 50 miles calling on garages, dealers, farm implement dealers, irrigation engine dealers and service stations. Also, they call on jobbers in the neighboring towns, shipping their stock orders out of Lubbock and rush orders out of the Plainview store.

"There are a great many angles to redistribution of both types, and we have been in it a long time—one way or another. It is very

interesting, it is constantly changing and we still have a lot to learn about it. Some lines lend themselves to it where others will not. In the final analysis it looks like the manufacturers will have to come up with the answers."

Another West Texas jobber minces no words in defining market complexities as he believes they affect his business. What he said was offered to him on paper for approval and he asked not to be identified. His opinions are:

"The best thing a person can do

# Time to



## for safe, warm driving

# install a DOLE

### EXTRA PROFIT FOR YOU!

Just 5 Dole Thermostats service 95% of all cars on the road today... means small investment, fast turnover, extra profit for you! Salesman contains assortment of 16 of the five models, "Time to Winterize" window streamer and Thermostat Service wall chart. Order today from your automotive jobber.



under prevailing conditions is let everyone run his business the way he chooses and, personally, do the best he can.

"These warehouses are all right if they just don't go out and start setting up everybody. There are a lot of warehouses now.

"On competitive lines they (the factories) say, if you don't sell them, somebody else will. Maybe that is true. But if that goes far enough, you'll be selling to too many at just a little profit. Ten per cent won't make it for me.

"No, there is no solution, at least no solution that will be applied. The solution lies with factories and factories have nothing to lose, whether there are two or 50 outlets, as they will get the same price, so I don't think they'll do anything about it.

"We used to push anti-freeze, but now we hardly care if we sell any. Last year we offered it at \$2.17 and some of our customers called us robbers. They said, 'Why, we can get it at the drug store for \$1.89.' Which they could, and did.

You can't do much about a situation like that, except point out to them that the same drug store is a competitor of theirs."

Kindel Paulk, who owns and operates Paulk's Busy Corner in Wichita Falls, Texas, is a past president of the Automotive Wholesalers of Texas and a former mayor of that city. He washed his hands of redistribution "some years ago" and is glad of it. Consequently, he has a less disturbing view of current aftermarket difficulties, as indicated by this comment:

"We gave up redistribution some years ago and now we are just a sort of glorified service station.

"As a central distributor we do a lot of warranty work from which we don't benefit, but it's better that way. Redistribution involves a lot of headaches, unless you have your own branch stores. Even then—I understand from some of my competitors—there are plenty of headaches, including personnel headaches.

"Just a glorified service station, that's us, and we're satisfied to be just that."

Needless to say, Paulk's Busy Corner is much more than the "glorified service station" described. But its owner concedes that operations involving redistribution have genuine worries.

It is quite possible, as some of the comments herein indicate, that aftermarket conditions will soon produce a period in which only the fittest can survive. If so, that day of reckoning has been long postponed.

It is easy to recall that there was an era following War II when it was unanimously agreed that multiplication of competition in automotive wholesaling would eliminate all the weaklings.

And what happened? Just about everyone then in business survived.

#### **Black & Decker Elevates Two**

The Black & Decker Co., Towson, Md., has appointed John F. Apsey, Jr., to the newly-created position of director of public relations and G. Harvey Porter to advertising manager. Apsey started his career with the company in 1927. In 1955 he was named director of advertising and sales promotion. Porter joined the organization in 1952 as sales correspondent and most recently was advertising manager of the industrial-automotive division of the company.

# Winterize

## thermostat



### **and time to STOCK FOR PROFIT!**

Don't miss... don't risk profits by overlooking the thermostat at tune-up and "winterizing" time. And be sure you're stocked to give customers what they want...

#### **DOLE THERMOSTATS**

They're a **MUST** for complete Winterizing service... customer safety and satisfaction. DOLE means *quality*... dependability. It's proved by the fact that DOLE Thermostats are standard equipment on 17 out of 18 top passenger cars,

**THE DOLE VALVE COMPANY** • Morton Grove, Illinois

## Idle Kids Vamoose Or Work Here

"HEY, kid, grab that broom and sweep the garage, will you?"

Every garage and gas station has its day-long youthful worshippers after school, during holidays and summer vacations, the youngsters fascinated by car repairs who watch mechanics at work for hours on end, harmless oglers from the neighborhood who get underfoot and crowd an operation.

What to do with them?

Many are the children of patrons of the station, good customers of the dealer, whom he does not want to rush or be abrupt with. School's out and the problem becomes acute, since the station gets busier with holiday or tourist traffic or neighbors on the move.

"Hey, kid, grab a broom, will you, and sweep the station? That's his cue to get busy or else. That's how we meet the problem and, believe me, it works," said Clarence W. Randolph, dealer of Hill-



AERO-SEAL JET Clamps hang on so tightly that no amount of vibration can shake them loose. Exclusive patented feature permits quick installation with just a few turns of the precision worm drive screw. And they can be removed in a jiffy. AERO-SEALS will last for years and are re-usable. Bands and housings are of 302 - 18 - 8 stainless steel. All stainless also available. They won't pinch or damage hose. Forget cut-rate "look-alikes." Genuine AERO-SEALS sell faster — and satisfy. No extra price for Jets. AERO-SEAL REGULARS if you prefer.

**Aero-Seal JET**  
QUICK ATTACH HOSE CLAMPS

BREEZE CORPORATIONS, INC., 700 LIBERTY AVENUE, UNION, N. J.



Gary Kingery, 13, will grab a broom or hose down a car when he's told, and in his spare time enjoys watching mechanics repair cars.

crest Heights Esso in Hillcrest Heights, Md.

"The kids who really love cars and hang around a garage do pick up a broom, and are willing to do any little job you ask them. We've picked some fine young labor from among them, for when they prove they are willing and can handle even a broom efficiently, they are ready to be paid for small jobs around a station. Our washboy, a fine little worker, came from the ranks of the kids hanging around.

"The kids who are just foot-loose and don't know how to kill time but hang around here soon clear out when you put a broom in their hands. The idlers usually don't come back."

## Yocam Batteries Expands Tampa Operations

A BUILDING with 4,000 square feet of space is under construction to house new industrial battery operations of Yocam Batteries, Inc., Tampa, Fla.

A local 8,000-square-foot branch building for sales and service was completed by the firm last January. The organization markets automotive batteries throughout Florida, most of Georgia and Alabama and other Southeastern states.

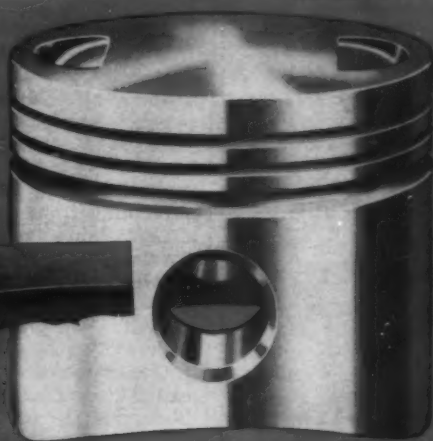
# *The* **Thompson Powerforged—**

*a new,  
stronger  
aluminum  
piston for  
cars and  
light trucks*

Here's a piston made to match the power of today's engines . . . a piston so strong it is being used extensively for aircraft and racing cars. An exclusive Thompson process literally rams aluminum slugs into piston forms with tremendous force. This increases metal density which gives the finished piston up to 70% greater strength!

## **It's forged—not cast**

**... up to 70% stronger than cast aluminum pistons  
... furnished tin-plated and in finished sizes**



The extra strength is gained without adding weight. Thompson's Powerforged pistons are the same weight as cast aluminum pistons—will balance perfectly when used as replacements.

For longer, trouble-free piston life, get the piston that is especially designed to meet the greater stresses developed in new, more powerful high compression engines. Get Thompson's new POWERFORGED piston!

Note the exclusive grain structure that provides greater strength... dissipates heat faster... adds more miles of trouble-free operation.



**Thompson Products**

**Replacement Division**

Thompson Ramo Wooldridge Inc.  
Cleveland 3, Ohio

## Seven Million-Plus Cars by '65 Seen by GM's President Gordon

THE automobile industry has "good grounds for anticipating an annual level of sales in the United States of about seven-and-a-quarter-million passenger cars by 1965, compared to the current level of six million cars."

That is what John F. Gordon, president of General Motors, told

the 32nd commencement of General Motors Institute last month, stating further that the economy of the United States will continue to forge ahead with the picture for the automobile industry "particularly bright."

"In a market that holds out such promise of growth and expansion,"



GM President Gordon

## it's easy to see *why* Leading Distributors

Proved Performance  
+ Powerful Promotion  
+ Complete Line

Pick  
**CAPAC**  
MAXIMUM CAPACITY  
Fuel Pumps



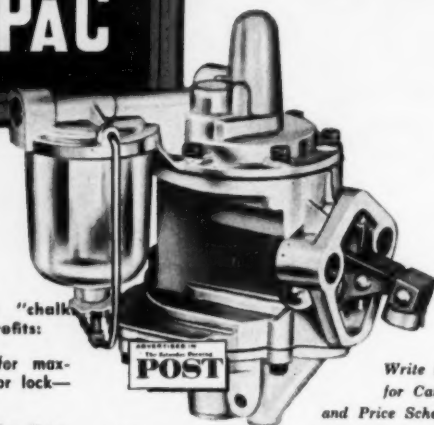
### 3 BIG FEATURES

are helping distributors "chalk up" volume sales and profits:

- ① Maximum capacity design for maximum protection against vapor lock—plus guaranteed quality
- ② The most imaginative merchandising support in the industry—national consumer and trade advertising, plus hard-hitting promotion material

#### LEARNED THE LESSON?

Stock and sell CAPAC—the Fuel Pumps with greater sales capacity, too!



Write today  
for Catalogs  
and Price Schedules

- ③ A complete line of New and Rebuilt Fuel Pumps and Repair Kits to serve every customer's needs



**WELLS MFG. CORPORATION**  
FOND DU LAC, WISCONSIN, U.S.A.

Mfrs. of Automotive & Magneto Ignition Parts — Dependable Quality for over 50 Years

Gordon said, "there will be no lack of opportunity for the company whose people are dedicated to the proposition that nothing must be left undone to serve the customer always better."

Gordon, who has been a member and chairman of the institute's board of regents, warned of the inherent dangers in indiscriminate job-jumping.

"So many young fellows not long out of college waste valuable time switching from job to job, starting from scratch each time, simply because the grass looks greener on the other side of the fence," he said.

Exceptional opportunities are available for university graduates with GM, he said, because of the fundamental General Motors policy that "people are our most important asset," adding that the corporation offers excellent individual growth opportunity because of "the broad diversity of our operations and products. . . our decentralized operations, our policy of promoting from within."

Concerning promotion policy, Gordon said promotions in General Motors do not come simply by spending time.

"While we promote from within, we promote only for merit."

Gordon pointed out that the so-called "organization man concept is completely mythical insofar as General Motors is concerned. Our policies have always recognized that our greatest opportunity lies in permitting our people to operate as individuals."

### Parriott of du Pont Dies

T. A. Parriott, 52, manager of "Zerone" and "Zerex" antifreeze sales for du Pont's industrial and bio-chemicals department, died recently at his home in Wilmington, Del.

## Studebaker-Packard Buys Second Plastic Company

STUDEBAKER-PACKARD Corp. has announced acquisition of C.T.L., Inc., of Cincinnati, O., a plastics research and manufacturing organization and the second plastics company brought into Studebaker's diversification program.

The purchase—a cash transaction—was negotiated for an undisclosed amount between Studebaker-Packard and the owner-stockholders of C.T.L., Elmer P. Warnken and Meldin N. Korelitz, president and vice president, respectively, who founded the predecessor Cincinnati Testing and Research Laboratories in 1956.

The new division has to its credit production of the heat shielding for the first U. S. missile nose cones to successfully re-enter the atmosphere from outer space. Among current assignments is the development of heat shielding for the Mercury missile being designed for human travel into space—the Astronaut program.

Earlier this year Studebaker-Packard acquired Gering Products, Inc., of Kenilworth, N. J., which now is the Gering Plastics Division. As with Gering, the new unit, to be known as the CTL Division, will continue to be managed by its founders.

## Small Cars May Test At Daytona Speedway

A 250-MILE race for the new American compact cars to bow this fall and comparable-size European sedans is in the planning for the 11th annual NASCAR International Safety and Performance Trials at Daytona Beach, Fla., next February, according to Bill France, president of Daytona International Speedway.

France and his associates are considering the possibility of such a race on the 3.8-mile sports-car course of the speedway. A stern test over a course that includes top-speed running on the high banks and tricky turns, France said, would enable automotive experts and the public to evaluate merits of the cars vying for popularity in the international sedan class.

NASCAR technical director Norris Friel is compiling specifications for the proposed race and his findings will be given careful study to determine the feasibility of such an event, France said.

Cars under consideration include

the small cars to be introduced this fall by Chrysler, General Motors and Ford, plus Rambler and Lark in the American field, and many European sedans offered on the American market.

## Buick Names Gretzinger Quality Director

APPOINTMENT of John R. Gretzinger to the newly-created post of director of reliability and quality control for Buick has been announced by Edward D. Rollert,

Buick general manager and vice-president of General Motors.

Gretzinger, 47, who has been chief engineer at GM's Allison Division in Indianapolis since 1955, joined the corporation in 1934 at the AC Spark Plug Division in Flint, Mich. At one time he was with the BOP Assembly Division at Kansas City.

The new position, Rollert said, was established "to place greater emphasis on quality and to give top-level coordination to all phases of product reliability."



## LOW COST WAY TO MAKE HIGH WHEEL ALIGNMENT PROFITS

You can add a new profit-making operation at low cost with this Weaver WJ-125 Alignment outfit. It's compact, requiring minimum space, and is simple to operate, yet is highly accurate. Precision 3-Way gauges give fast, sure readings for Camber, King-Pin Inclination, Caster—all measured from the spindles. The other gauges in the outfit check toe and turning radius. Set up a wheel alignment department now—and add extra income.

### HERE'S WHAT THE WJ-125 INCLUDES:

- Two 3-Way Alignment Gauges
- One Pair of Turning Radius Gauges
- One Tru-Way Toe Gauge
- One Portable Wheel Alignment Tester

Additional equipment can be purchased as operations expand. See your Weaver jobber today for full information on Weaver Alignment Outfits, or write us for Bulletin SA-486.



WJ-54 Alignment Equipment Display Stand illustrated above is not included with WJ-125 Outfit, but may be ordered separately.

WEAVER MANUFACTURING COMPANY, SPRINGFIELD, ILL., U.S.A.  
Division of Dura Corporation (Formerly Detroit Harvester Company)

WEAVER LINE—AND NO ONE BUILDS IT BETTER THAN WEAVER



SERVICE SHOP EQUIPMENT  
SINCE 1910

Complete line includes: Twin Post Lifts • Triple Post Lifts • Frame Type, Roll-On and Free-Wheel Single Post Lifts  
Unit Lifts • Bumper Jacks • Car Washers • Wheel Alignment Equipment • Headlight Testers • Brake Testers  
Wheel Balancing Equipment • Jacks • Wheel Dollies • and Air Compressors.

## New Tools by KEN TOOL

### FLANGE TYPE REAR AXLE PULLER

P-60

Attaches to any standard wheel-puller . . . to pull any flange-type rear axle on late model cars and trucks. Delivers a powerful blow to jar loose the tightest axle shaft.

**A MUST FOR  
EVERY GARAGE!**



P-60A

### COMBINATION SET

P-60 Adaptor attached to Ken-Tool T-500 Universal Puller. Pulls flange-type axles quicker—easier!

### NEW UNIVERSAL DRAIN WRENCH

G-13



NEW 7-way wrench, for all late model cars.

The only drain-plug wrench with two 5/16" hex for newest Chrysler cars.

Quick delivery from your local jobber.

### NEW BATTERY TOOLS

Sold as kit or separately.

B-26 2-in-1 post cleaner and cable spreader and cleaner. B-207 Chrome nickel Plier. B-24 New super-Grip Terminal Puller. B-25 Complete 3 tools in carrying case.

**KEN-TOOL MFG. CO.**  
AKRON 5, OHIO



George W. Brown has been elected president of Wagner Electric Corp., St. Louis, Mo., as well as president of its subsidiary, Wagner Brake Co., Ltd., of Toronto, Canada. He succeeds the late J. H. Devor. Brown joined the company as a student engineer in 1926. In 1952 he was promoted to executive engineer and in 1954 became vice president in charge of manufacturing. He was elected a director in 1956 and executive vice president in 1958.

### Georgia Dealers to Meet At Nassau May 10-12

THE 1960 annual meeting of the Georgia Automobile Dealers Association will be held May 10-12 at the British Colonial Hotel in Nassau, B. W. I., and will be the group's first meeting outside its own state.

Charter planes will provide transportation from Atlanta and Jacksonville, Fla. Those who prefer may fly from West Palm Beach, Tampa or Miami, or may go by ship from Miami.

Joe Oliver, vice president of Citizens and Southern National Bank, Travel Department, will handle all reservations, according to association President Cuyler Trussell of Athens.

Business meetings are tentatively scheduled for the morning sessions on Monday and Tuesday, to leave afternoons free for shopping, sight-seeing, golf, swimming, etc., Trussell said.

### Rocky Mount Elects Friar

J. Chase Friar of Allan Mims, Inc. (Ford), is the new president of the Rocky Mount (N. C.) Automobile Dealers Association. Other officers are Joe Wheeler of Wheeler-Herring Truck and Tractor Co., vice president, and Ed Bandy of Ray Bandy (De Soto-Plymouth), secretary.

## New "Up to the Minute" RMC



## Valve AND

## Component Parts CATALOG No. 59

UP-TO-DATE LISTINGS of ALL CURRENT PASSENGER CAR & TRUCK VALVES, also late INDUSTRIAL & AIR COOLED ENGINE APPLICATIONS.

It's a "Time" Saver for Counter & Shop men—for all Valves and Component parts are listed together for faster, easier finding. Contains Valve train information only.

**VALVES and  
VALVE  
SPRINGS  
LOCKS  
GUIDES  
SEATS  
TAPPETS  
ROTOCAPS  
ROTO-KITS  
SPRING  
INSERTS**

FOR YOUR  
COPY, ASK  
YOUR NEAR-  
EST RMC DIS-  
TRIBUTOR OR  
WRITE TO US.

Warehoused in all principal cities. Sold by leading Replacement Parts Wholesalers everywhere.

**RICH MANUFACTURING  
Corporation**

BATTLE CREEK, MICHIGAN

Basic Supplier to original Equipment Since 1908

the right combination for brake service success...

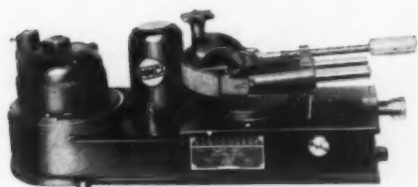
**CUSTOMER SATISFACTION**

**BIG PROFITS**

*plus*



**NO. 20  
MOBILE BRAKE SHOP**



**MODEL 2000 "SAFE-ARC"  
BRAKE SHOE GRINDER**



**MODEL 3000  
"SAFE-TURN"  
BRAKE DRUM LATHE**

Brake business is **BIG BUSINESS**, and you'll get your share if you're equipped for maximum profits. With **AMMCO Tools and Equipment**, you'll be ready for top profits . . . complete, top quality brake jobs . . . always!

To cash in on extra brake service profits, depend upon the big, rugged, easy-to-use **Model 3000 Brake Drum Lathe** to get you the *extra* business you may be overlooking or passing on to others.

To guarantee the quality of your work . . . to assure safe, sure brake work every time . . . all

shoes can be ground on the **Model 2000 Brake Shoe Grinder** when equipped with Ammco's exclusive **No. 4140 fixed anchor shoe clamp** and **No. 4550 lining grooving attachment**.

Or, for all-around brake service availability, up-date your old equipment with a new **Model 20 Brake-Shop-On-Wheels** . . . comes complete with **Brake Drum Lathe**, **Brake Shoe Grinder**, **Drum Micrometer**, **Brake Cylinder Hone** and other accessories necessary to do fast, sure, profitable brake jobs every time.

**AMMCO TOOLS, INC.**  
2159 Commonwealth Avenue,  
North Chicago, Illinois



**WRITE FOR NEW BOOKLET**  
Tells how you can easily increase  
your brake business and  
profits with **AMMCO**.



## Engine "Rumble" Can Be Shushed By Fuel Selection, GM Men Say

**A**UTOMOBILE engine "rumble" can be silenced by careful selection of gasoline and oil, three members of General Motors Research Laboratories told the Society of Automotive Engineers' International West Coast meeting at Vancouver, B. C., last month.

"Rumble," they said, usually oc-

curs in a car during passing or hill-climbing loads. It results from excessive pressure buildup in the combustion chamber when hot engine deposits set off several "flame fronts" in the air-fuel charge — in addition to the normal ignition of the spark plug.

R. F. Stebar, W. M. Wiese and

R. L. Everett of GM Research Fuels and Lubricants Department said this buildup makes a "low-pitched, rapping" noise or resonance in the crankshaft main bearing zone of the engine. Unpleasant to the ear, rumble also robs an engine of some of its power.

Their tests indicated "certain (crankcase) oils form combustion chamber deposits which cause more rumble than other oils." Generally, the new 10W-30 oils had better "rumble ratings" than others, it was reported.

The GM men found that fuel affects rumble in two ways: (1) By deposits it forms in the combustion chamber when it burns and (2) by its inherent resistance to deposit ignition when exposed to high temperatures and pressures in the combustion chamber during the compression stroke.

### Biggest Shusher of Rumble

Most effective in silencing rumble were fuels with phosphorus additives. The GM researchers said this is because phosphorus combines with tetraethyl lead during combustion, forming lead-phosphorus compounds that are less likely to cause deposit ignition. Thus, anti-knock advantages of tetraethyl lead are maintained and, at the same time, rumble is minimized by phosphorus.

The Stebar-Wiese-Everett report suggested "a fertile area for further research is the development of gasolines having high deposit ignition resistance," inasmuch as single-cylinder engine tests in the laboratory indicate fuels with this quality can be formulated.

In addition, the GM researchers enumerated other design and operating factors they had studied, including compression ratio, air-fuel ratio, inlet air humidity and temperature, coolant temperature and engine load and speed. Higher compression ratios caused more rumble.

They also found that humidity has a "large influence" on rumble, which decreases as atmospheric humidity increases. Likewise, inlet air temperature had an effect; temperature increases raised the engine's "rumble requirement."

Rumble also became worse at high speeds when full engine power was used. But the researchers also said that engines can be operated satisfactorily — without rumble — at 12-to-1 compression ratio even under city traffic conditions if both fuels and oils are properly selected.



You can see the difference in quality  
... you will see the difference in sales

A new line of protector mats superior to anything you have seen in the field! These mats are all-new . . . new rubber-plastic composition with *Polene*\*, new luster-sheen finish, new space-age styling. In 5 solid colors or two-tones. Custom-fitted door-to-door mats, twins or utility mats.

Eye-catching new merchandising material and cartons.

DOAN MANUFACTURING, 1725 London Road,  
Cleveland 12, Ohio

\* Trademark

Division of Anchor Industries, Inc.



Sell Warner protection  
at anti-freeze time . . .

**make 3 sales  
instead of 1!**



**FIRST CLEAN YOUR  
RADIATOR WITH WARNER'S  
SPEED FLUSH!**  
WORKS IN JUST  
**10 MINUTES!**



**SO YOU'LL NEVER LOSE  
YOUR ANTI-FREEZE PROTECTION,  
ADD WARNER LIQUID SOLDER**  
NON-METALLIC, DEPOSITS TINY  
FIBERS TO REPAIR LEAKS!



**Profit 3 ways!** Here's the easy way to make extra sales at anti-freeze time! Sell *complete* Warner radiator protection with every anti-freeze sale. Recommend Warner Speed Flush *before* adding anti-freeze . . . and afterward, Warner Liquid Solder (non-metallic, deposits tiny fibers to repair leaks). You'll be selling better radiator care—the best radiator products. For profits, make it a habit . . . *you* suggest—let Warner do the rest!

#### **CLEANS**

cooling systems in 10 **\$1.00**  
minutes!

For exceptionally dirty  
cooling systems use  
**WARNER HEAVY DUTY  
CLEANER** **\$1.50**

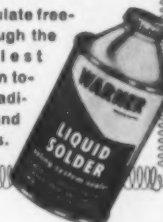


#### **PREVENTS**

leaks and loss of anti- **\$1.00**  
freeze!

#### **UNCONDITIONALLY GUARANTEED**

to circulate free-  
ly through the  
smallest  
tubes in to-  
day's radi-  
ators and  
heaters.



# WARNER

Trade Mark

Nationally  
Advertised

**LIFE POST**

**WARNER-PATTERSON CO. • 600 S. Michigan, Chicago 5 • Warner-Patterson Company, Toronto 2, Canada**

**SOUTHERN AUTOMOTIVE JOURNAL for September 1959**

**Want more facts? Use Reader Service Card Page 133**

**129**

# **NOW! 3 NEW 6-VOLT AUTO-LITE. sta-ful. BATTERIES**

## **Priced competitively to**



**GROUP  
1**



**AUTO-LITE. sta-ful. BATTERIES...**

Auto-Lite sta-ful, the world's fastest selling premium battery, is now available in three new types to fit most 6-volt applications.

Now, for the first time, you are able to sell a genuine Auto-Lite sta-ful at the same price as an ordinary battery. Here is your opportunity to sell a high quality premium product priced to

meet the big volume requirements of your customers with a real profit to you.

Start now to up-grade your battery profits. Tie-in with the most successful battery promotion in the history of the industry. Call your Auto-Lite Battery Wholesaler today.

THE ELECTRIC AUTO-LITE COMPANY • TOLEDO 1, OHIO

*Listen to NBC "NEWS ON THE HOUR" brought to you by Auto-Lite, Monday through Friday, 7 a.m. to 11 p.m.*

# protect your profits!



need water only three times a year in normal car use

# HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

**102 MODEL NUMBER INTERCHANGE**—Handy reference sheet with complete listing of all passenger cars 1946 through 1950 by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kern Mfg. Co., 20-21 Wagawar Rd., Fair Lawn, N. J.

**103 SAMPLES, BOOKLETS, AND CATALOG SHEETS**—describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106 CAP MERCHANDISER**—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**108 1957 EDITION OF 12 VOLT ELECTRIC EQUIPMENT FOR PASSENGER CARS**—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT**—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2116 Commonwealth Ave., North Chicago, Ill.

**111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

**112 SOUND SLIDE FILM**—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**114 32 REASONS FOR OIL CONSUMPTION**—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write: Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

**118 BRAKE SERVICE GUIDE**—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**122 TIRE RETRUEING**—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retrueing right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

**123 AERO-SEAL HOSE CLAMPS**—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps, Inc., 700 Liberty Ave., Union, N. J.

**125 STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8 1/2 x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures). Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED**—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitable servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**130 VALVE CATALOG**—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

**133 CATALOG NO. 56**—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 MOOG RINGLINER**—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**137 DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8 1/2 x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**138 PLUG CHEK**—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

**139 AIR COOLED ENGINE VALVES**—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

**140 PRESSURIZED COOLING SYSTEM**—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**141 MOOG STREAMLINER CATALOG**—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**144 RADIATOR SERVICING EQUIPMENT**—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

**149 TIRE & TUBE REPAIR MATERIALS** are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas Texas.

**154 BLUEPRINT FOR PROFIT**—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up.—Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

**155 MAKE MORE SALES ALL OVER THE LOT**—Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steadies. Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

**156 BONDOLASTIC FIBERGLASS PASTE DIRECTION FOLDER**—8 pages of easy-to-follow, how-to-do-a-better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied, Bondolastic permanently restores surface "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

**160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS**—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

**162 BONDOLASTIC SERVICE BOOKLET—ILLUSTRATED**—Describes in complete detail application and use of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature  
and more details on any prod-  
uct mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

**SAJ pays the postage!**

SEPTEMBER 1959

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

--	--	--	--	--	--	--	--	--	--

I want details on these New Products . . . Fill in numbers

--	--	--	--	--	--	--

Send more information on following advertisements

(List page No. Also company name if more than one ad on page)


My Name . . . . . Position . . . . .

Company Name . . . . .

Type of Business . . . . .

Street . . . . .

City . . . . . Zone . . . . . State . . . . .

SEPTEMBER 1959

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

--	--	--	--	--	--	--	--	--	--

I want details on these New Products . . . Fill in numbers

--	--	--	--	--	--	--

Send more information on following advertisements

(List page No. Also company name if more than one ad on page)


My Name . . . . . Position . . . . .

Company Name . . . . .

Type of Business . . . . .

Street . . . . .

City . . . . . Zone . . . . . State . . . . .

**These cards  
can help  
you get  
valuable  
information**



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 882, SEC. 3619, P. L. & E., ATLANTA, GA.

**Southern Automotive Journal**

**806 PEACHTREE ST., N. E.**

**ATLANTA 8, GEORGIA**

Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 882, SEC. 3619, P. L. & E., ATLANTA, GA.

**Southern Automotive Journal**

**806 PEACHTREE ST., N. E.**

**ATLANTA 8, GEORGIA**

## HELPFUL BOOKLETS FREE!

**163 TIRE TOOL CATALOG**—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

**166 CYLINDER HEAD STOCK REMOVAL CHART**—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**167 1958 HEADLAMP & SERVICING GUIDE**—Includes information on following: 4 headlamp systems, aiming instructions, installation instructions, servicing directional signals, lamp specifications on all domestic & foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

**168 CRANKSHAFT GRINDER MANUAL**—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**169 YOUR ANSWER TO VAPOR LOCK**—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Filt-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

**170 TO TRUE OR NOT TO TRUE**—8-page illustrated booklet gives practical advantages of tire truing. Shows you how tire rounding increases tire mileage and how this can be a profitable business for you. Bee-Line Co., Davenport, Iowa.

**173 HYDRAULIC PARTS**—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

**180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG**—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

**181 WHEEL COVER CATALOG NO. 57**—Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Namsco, Inc., 333 31st Ave., Bellwood, Ill.

**185 SERVICE ENGINEERING BROCHURE**—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

**186 FILTER CATALOG**—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., 43 River Road, N. Arlington, N. J.

**188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB**—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

**193 WIRE & CABLE CATALOG**—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

**194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT**—Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

**195 1958 SALES "PORTFOLIO"**—Contains catalog sheets on YANKEE'S new "Duet Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo purchased for filing. Yankee Metal Products Corp., Norwalk, Conn.

**196 AIR COMPRESSOR CATALOG**—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various type of compressors, components and accessories. Ask for Catalog No. 734-2, Weaver Mfg. Co., Springfield, Ill.

**197 SPARK PLUGS**—Condensed four-page specification folder for passenger cars, including 1958 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

**198 SERVICE JACK CATALOG PAGE**—Model WA-66, 1½-ton and 1½-ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

**199 20-TON CAPACITY FLOOR JACK CATALOG PAGE**—Fulfills need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weaver Mfg. Co., Springfield, Ill.

**200 FREE WHEEL LIFTS AND ROLL ON LIFTS CATALOG PAGES**—Two pages gives dimensions, capacity and other pertinent information about these two Weaver products. Weaver Mfg. Co., Springfield, Ill.

**201 TWIN POST LIFT ADAPTER REQUIREMENTS**—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weaver Mfg. Co., Springfield, Ill.

**202 "DON'T BLAME THE GENERATOR"**—free booklet designed to help keep your profit by eliminating costly comebacks. Arrow Armatures Co., 11 Fordham Rd., Boston 34, Mass.

**203 COOLING SYSTEM CARE BULLETIN**—is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

**205 HOW TO INCREASE ENGINE LIFE 90%**—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

**206 THE SERVICE STORY ON SHOCK ABSORBERS**—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

**207 1957 BRAKE SHOE CATALOG**—With illustrations of brake shoes and their proper application, etc.—National Brake Block Corp., 37-17 57th St., Woodside 77, N. Y.

**209 EXTRA PROFITS WITH STEAM CLEANERS**—20-page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Pa.

**210 COLUMBUS SHOCK ABSORBERS**—Complete catalog of Luxury-Ride and Velvet-Ride lines, including type needed for front and rear of each make, year and model car—plus numerical parts listing, installation, bushings and washer information. Heckethorn Mfg. & Supply Co., Dyersburg, Tenn.

**214 THE WHYS AND HOWS OF VOLTAGE AGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**215 LAHER CATALOG PAGE**—Both sides feature passenger car overloads and booster springs. Includes specifications and price. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

**217 ROUGH IDLING — CAUSE AND CORRECTION**—4-page bulletin lists common causes of rough idling and points out corrective measures to be taken. Includes explanation of how and why gum forms in carburetor and what steps are necessary to remove gum deposits. Gumout Division, 2690 Lisbon Rd., Cleveland 4, Ohio.

**220 LASCO BRAKE SHOE APPLICATION CATALOG**—complete listing of brake shoe number, F.M.S.I. number, year, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

**221 HYDRAULIC JACK REPAIR KITS** are explained in detail in a new illustrated folder on JACK-PACK hydraulic jack repair kits. For your free copy write Jack-Pack Mfg. Co., 2115 N. Marianna Ave., Los Angeles 32, Calif.

**222 "WHAT PRICE QUALITY"**—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**226 OIL LEAK DETECTOR**—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

**231 TUNE UP BOOKLET**—20-page booklet answers such questions as "What should engine tune-up do?" and "What to start." Also includes explanation fuel system, carburetor and a checklist for a complete engine tune-up. Form 3759, Advertising Department, Carter Carburetor Div., ACF Ind., 2840 N. Spring Ave., St. Louis, Mo.

**232 NEW MUFFLER TOOL INFORMATION**. Tool cuts through mufflers without use of chisels, saws or torches. Made of light weight construction, it fits from 1½" to 2½" pipe. Muffler Products Corp., 2808 Crawford, Houston 4, Texas.

## HELPFUL BOOKLETS FREE!

**241 BRAKE SERVICE MANUAL** — A 16-page booklet giving complete instructions on servicing and installation of brake shoe assemblies in domestic and foreign passenger car and truck brake assemblies. Imco Mfg. & Sales Co., 10 E. Lafayette Ave., Baltimore 2, Md.

**243 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS**—12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

**244 SPARK PLUG INSPECTION CHART** —Form No. M-1433—A full color chart that can be taped or taped up onto walls showing both normal and abnormal appearance of spark plugs plus tips on how to get top performance from spark plugs. The Electric Auto-Lite Co., Toledo, Ohio.

**246 ARMATURE TOOLS**—Catalog sheet gives full details on hand operated armature undercutter and armature turning tools. Also includes feature of growlers and testers, distributor holding clamps, armature vise, jaw pads and generator pulley puller. Newman Machine Co., P. O. Box 737, Providence 1, R. I.

**247 ELECTRIC ARMATURE UNDERCUTTER AND POLE SHOE SPREADER** described in this catalog sheet. Available from Newman Machine Co., P. O. Box 737, Providence 1, R. I.

**248 "BRINGS YOU A 100% PROFIT"**—Catalog sheet describes rubber brake adjusting hole covers and the attractive display cards on which they are mounted. The plugs are easily sold with each grease job and fit all models of cars and trucks using Bendix brakes. Newman Machine Co., P. O. Box 737, Providence 1, R. I.

**250 FUEL PRESSURE REGULATORS**—Informative folder answers such questions as "What is fuel pressure regulator?", "Why do I need one?", "Why isn't it original equipment?" and "Is it guaranteed?". Milemaster, Inc., 1350 E. 74th Place, Chicago 19, Ill.

**251 NEW EATON CAP CATALOG** — Illustrating and describing Eaton radiator pressure caps, fuel tank caps, oil filler caps and the new Eaton cap and cooling system tester. Also catalog-sheet showing special cap combination offers, and new Eaton cap merchandiser display rack which acts as an "automatic cap salesman" and saves time in checking inventory and ordering fastest moving items. Eaton Mfg. Co., Stamping Div., 17677 St. Clair Ave., Cleveland 10, Ohio.

**254 MASTER BRAKE SERVICE GUIDE** —Contains fully illustrated, step-by-step instructions for adjusting and refining the twenty different types of hydraulic wheel brakes used on passenger cars and light and medium trucks and buses. World Bestos Div. New Castle, Ind. Attn: Sales Prom. Mgr.

**255 TOOL CATALOG "W"** — 112 pages gives pictures, description and specifications of the complete Snap-On Tool line of merchandise. Snap-On Tools Corp., Kenosha, Wis.

**257 RUBBER PRODUCTS** — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Dean Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

**258 WHEEL ALIGNMENT** — Catalogs, specification charts, price lists. J. H. Bender Equipment Co., 5430 Tweedy Blvd., South Gate, Calif.

**261 SAFETY EQUIPMENT CATALOG** —22 pages describes the full line of directional signals, reflectors, mirrors, flares, flags, fuses, stop and clearance lights, fire extinguishers and other products. Anthes Force Oilier Co., 20th St. and Avenue M, Ft. Madison, Iowa.

**262 OIL FILTER SELLING AIDS** — Wix-O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

**264 TIRE VALVES, EQUIPMENT AND TOOLS**—Complete jobber catalog describes the entire line; giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc. 205 Newman St., Hackensack, N. J.

**265 TIRE VALVE WALL CHART** — Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

**266 COMPRESSOR CATALOG** — 16-page catalog gives full details on the complete compressor line, including specifications, diagrams, uses. Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

**268 HI-PRESSURE WASHERS**—4 page brochure gives specifications, description and uses of the washers offered by Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

**269 IGNITION PARTS MERCHANTISER**—New 16 page illustrated manual describes and pictures complete new line of Merchandisers, their purpose and value to all types of ignition repair shops. Guarantees results through easy to read, up-to-date cataloging, backed up by reliable information and accurate specifications to take "guess work" out of ignition business. Guaranteed Parts Co., Inc., Seneca Falls, N. Y.

**270 "TRICKS OF THE TRADE"** — 16-page illustrated booklet gives uses for Permatex sealants. Uses are those developed by mechanics. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

**271 AUTOMOTIVE CHEMICALS** — 8 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

**272 STEAM CLEANER BULLETINS** — Describe Model 80 and Model 4985, including specifications and applications. Vapor Heating Corp., 80 E. Jackson Blvd., Chicago 4, Ill.

**273 "HOW TO EARN BIG PROFITS IN BRAKE SERVICE"** Booklet tells how to spot and sell brake service prospects. Shows how a small investment in brake equipment will yield annual return of over 267%. Includes a check list of equipment and accessories necessary for a profitable shop. Amoco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

**274 NEW WHEEL SERVICES** — Catalog lists 11 new wheel alignment and balancing services and is said to be the most complete catalog of its kind in the industry. The 20 page catalog describes and illustrates all of the new Bear equipment. Bear Mfg. Co., Rock Island, Ill.

**275 PISTON RING** — 16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P.O. Box 513, St. Louis 66, Mo.

**278 HOW TO CONTROL THE HEAT OF TODAY'S HOT HORSEPOWER** —OF1112—This 8 page booklet in a concise and easily read manner explains the basic principles of pressure cooling systems. E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.

**279 POSITIVE SEAL**—OF1134 — This 12 page booklet in a whimsical fashion outlines the operation of the pressure cooling system and gives the service trade service information. E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.

**282 RUST INHIBITOR AND STOP LEAK**—4 page folder describes the six in one cooling system treatment fortified with Prorad. Stops leaks, lubricates water pump, prevents rust and helps maintain proper temperature. Magna-Krom Mfg. Co., 106 Sumner Ave., Vandergrift, Pa.

**283 CARBURETOR WALL CHART** — Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**314 WAGNER BRAKE PARTS CATALOG** — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**315 BETTER IGNITION** by Delco-Remy —16-page, 8 1/2 x 11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department. Anderson, Ind.

**320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT**—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**323 BRAKE LINING** — A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., New Castle, Ind. Attn: Sales Prom. Mgr.

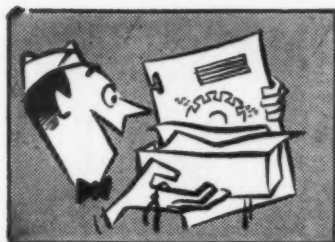
**338 AUTO LAMP SERVICING GUIDE** —Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 35 Eighth Ave., Newark 4, New Jersey.

**340 OIL, AIR, FUEL AND WATER FILTERS**—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

**345 HYDRAULIC BRAKE WALL CHART** —Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Eis Automotive Corp., P. O. Box 701, Middletown, Conn.

**361 NEW "QUICK REFERENCE" GASKET CATALOG**—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

**410 NEW AIR BRAKE MAINTENANCE BULLETINS** — Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

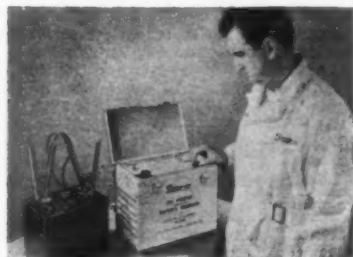


## NEW PRODUCTS AND CATALOGS

### 700—Battery Charger

Completely enclosed in its own metal case and operating on 115-volt, 60-cycle AC current, a battery charger incorporating a heavy-duty selenium rectifier, announced by Snap-on Tools Corp., 8052 28th Ave., Kenosha, Wis., delivers 50 ampere charging for both 6- and 12-volt batteries and is said to perform in all types of weather.

Silicon-lubricated fan system reportedly operates automatically to



dissipate internal heat through lowered ventilation ducts. All controls, an ammeter and brief operating instructions are on top of case under a hinged cover. Controls include timer control knob, charge rate selector knob, battery voltage switch and a bell to notify operator charging has been completed.

Want more info? Use coupon on page 133 and you will get it!

### 701—Brake Cylinder Hone

Designed to provide controlled honing pressure in all types of brake and small engine cylinders, "Model BJ Mighty Mite" 2-stone brake cylinder hone, announced by Lisle Corp., Clarinda, Iowa, reportedly will handle cylinders from 1/2" to 2 3/4" in diameter, covering brake work on all imported and American-made cars and trucks.

An improved flexible shaft makes it easier to hone wheel cylinders on the car, the manufacturer said.

Want more info? Use coupon on page 133 and you will get it!

### 702—Lamp Catalog

Publication of its enlarged 1959 catalog, providing complete electrical and physical characteristics for 284 miniature and sealed-beam lamps, has been announced by Tung-Sol Electric, Inc., 95 Eighth Ave., Newark 4, N. J. Containing full technical information on the relationship of applied voltage to life, current and light-output, the volume also presents a full set of drawings of external dimensions and appearance,

basing information and filament designs.

Want more info? Use coupon on page 133 and you will get it!

### 703—Silicone Lubricant

Now available in a 16-oz. pressure pack can, "A423 Silicone" waterproof lubricant, announced by Stoner's Ink Co., Quarryville, Pa., forms an anti-squeak and protective coating when sprayed on rubber parts.

Product reportedly seals leaks which occur between rubber and metal or glass parts around windshields, doors and trunk lids, facilitates their opening and operation and prolongs the life of rubber weatherstripping. Its use will also control freezing of trunk lids, it was claimed by the manufacturer.

Want more info? Use coupon on page 133 and you will get it!

MAIL  
COUPON  
TODAY!

CONTEST CLOSSES SEPT. 30th

WIN A FLORIDA VACATION for 2

A Delta Airlines Dream Vacation

Including new car for you to drive

PLUS A NEW POWAIR  
TIRE CHANGER!

If you have the oldest  
Henderson Tire Changer\*. A Big Four  
representative will stop to check the  
serial number of your tire changer.

SEE YOUR PRIZE—THE  
HENDERSON P-58B WITH  
FULL-AIR-POWERED DOUBLE  
BEAD-BREAKERS AT BOOTHS  
520-521, NTDR SHOW



**SAFETY-FLATE—**  
Automatically  
shuts off air at  
pre-set pressure

**WEDGE-WING**  
Bead-breakers  
**FASTEST—**  
Breaks  
both beads  
together

**DRI-CLEAN**  
AIR Filter  
and Lubricator  
for trouble-free  
operation

**BEAD-PROTECTING**  
Mounting  
Tool  
**SELF-ADJUSTING**  
Air-lock  
**PROVEN**  
Safety-Lift  
Demount Tool

You can win, too, if you  
own another make of  
tire changer

Since Big Four was first with  
a tire changer and so as not  
to penalize owners of other  
makes, we offer a new P-58B  
in exchange for the oldest tire  
changer\* other than Big Four.

\*Old machine must be complete with mounting and  
demounting attachments. If you buy a new tire  
changer during the contest and win, your purchase  
price for the tire changer will be refunded in full.

West Coast: 8203-S S. Avalon Blvd., L. A. 3, Cal.  
Canada Vulcanizer & Equip. Co., London, Ont.

SEND COUPON TO ENTER CONTEST

**BIG FOUR INDUSTRIES, INC., Dept. R,**  
5938 Carthage Court, Cincinnati 12, Ohio

☐ Have your representative stop to check the  
serial number of our tire changer.  
Ours is a Big Four Henderson ☐ Another make ☐ Check which.

☐ Send FREE 3 folders on 14" tire service.

Station Name \_\_\_\_\_

Address \_\_\_\_\_

Signed \_\_\_\_\_

Five models—from \$129 up  
Up to 36 months to pay

U.S. Patents: 2,534,515—2,609,038—  
2,609,039—2,655,985. Others pending

## 704—Chassis Parts Catalog

Consisting of 183 pages and weighing almost a pound, the newest edition of its "Streamliner" catalog of steering and suspension parts, published by Moog Industries, Inc., 6565 Wells Ave., St. Louis 14, Mo., is divided into 3 sections, the first of which lists company parts according to an alphabetical listing of passenger cars. The second section catalogs truck parts alphabetically by truck name, separating light trucks and heavier models, while the final portion is a 61-page numerical section listing interchangeability between manufacturers and company part numbers. Changes include a greater

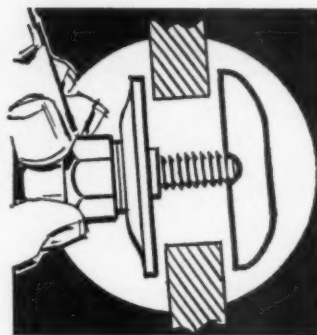
use of illustrations and exploded views, the manufacturer said.

Want more info? Use coupon on page 133 and you will get it!

## 705—Core Hole Plug

A patented, positive-sealing core hole plug that reportedly saves time, temper and knuckles when replacing leaking disc-type plugs, manufactured by Houser Engineering & Mfg., Inc., Bluffton, Ind., employs an anchor-screw construction for fast, easy installation even in hard-to-reach places.

"Anchor-Seal" plugs come in 6 sizes, 1 3/16" to 2" diameter, to service most Chrysler cars, many

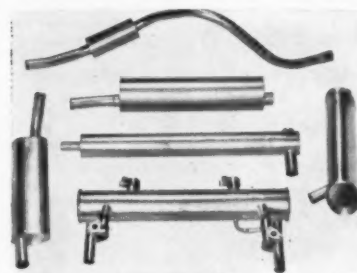


Chevrolet, Ford, Lincoln, Mercury, International Truck, Fordson Tractor and many stationary engines. Simplified installation reportedly eliminates use of hammer, special tools, or the removal of starter, generator, exhaust manifold or other parts required when installing other disc plugs. Anchor is slipped inside core hole and cap nut tightened against the sealing dome with ordinary socket or end wrench. A soft copper washer under the nut gives added leakproof sealing. Device is easily removed and replaced, according to the company.

Want more info? Use coupon on page 133 and you will get it!

## 706—Exhaust Systems

Silencer coverage for most popular foreign cars, announced by Walker Mfg. Co., 1201 Michigan Blvd., Racine, Wis., reportedly provides replacement exhaust systems for over 75% of the small imports, including English Ford, Fiat, Hillman, Metropolitan, M.G., Opel, Renault, Simca, Triumph, Vauxhall and Volkswagen.



Each exhaust system number imported reportedly has been thoroughly checked for fit, back pressure, sound levels, materials and quality of manufacturing by the company's research department.

Want more info? Use coupon on page 133 and you will get it!

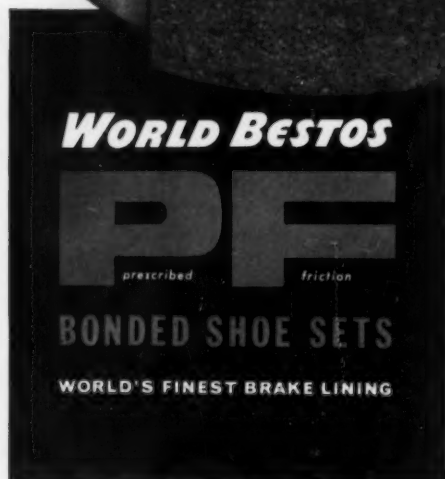
## 707—Engine Rods

Now available for 265" and 283" Chevrolet engines, heat-treated and shotpeened rods, announced by Crankshaft Co., 1422 So. Main St., Los Angeles 15, Calif., are said to be 40% stronger than stock rods.

Rods come with chrome moly aircraft bolts with ground shanks and rolled threads. Nuts are hardened and all parts have passed magnetic inspection.

Want more info? Use coupon on page 133 and you will get it!

solves your  
**TOUGH**  
brake problems



• The high density and extra toughness of WORLD BESTOS "PF" (Prescribed Friction) Dry Mix Bonded Shoe Sets give extra stopping power, fade control and longer life.

You can depend on WORLD BESTOS "PF" Bonded Shoe Sets to give complete brake satisfaction on any car regardless of type of brake or severity of service.

Get "PF" in Bonded Shoe Sets or in packaged segments for riveting. Call your local WORLD BESTOS Distributor or write direct to . . .

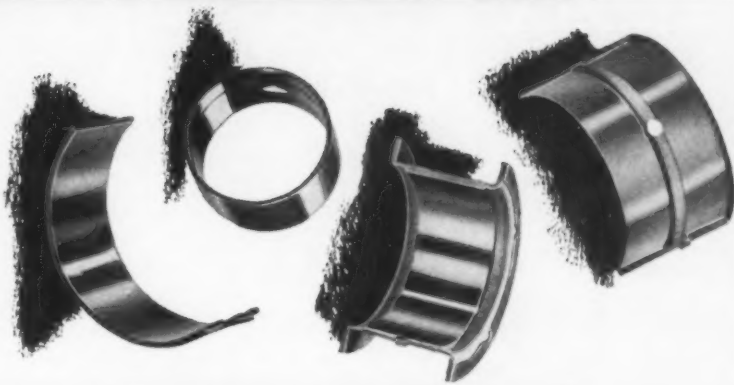
© 1959  
WORLD BESTOS

**WORLD BESTOS**

NEW CASTLE  
INDIANA

# McQUAY-NORRIS

makes the finest bearings  
in the world



More than **6300** different numbers—complete coverage of all needs. Highest quality. Easy to install. Fast, nearby service.

**McQUAY-NORRIS**  
MANUFACTURING CO.  
ST. LOUIS • TORONTO

## 708—FM Tuner

Interference-free reception in spite of steel bridges, power lines, etc., is said to be possible with an improved model FM tuner offered by Gonset, Division of Young Spring & Wire Corp., 801 S. Main St., Burbank, Calif.

Permitting listener to hear full-fidelity FM broadcasting in the standard 88-108mc range while driving, unit features automatic frequency control, which locks set to the desired station for constant listening, the manufacturer said. No technical knowledge is required to install tuner under the dashboard. One lead plugs into car radio's antenna jack, while the other attaches to any 12-volt

accessory. Designed for 12-volt negative-grounded batteries, the tuner can be readily adapted to 12 volts positive, it was claimed. Unit is finished in chromium trim.

Want more info? Use coupon on page 133 and you will get it!

## 709—Cleaning Gun

"Ein-Zwei-Dry" power gun, said to permit garage and service station operators to degrease and clean engines and parts more thoroughly in less time, has been announced by Gunk Laboratories, Inc., 630 North Harlem Ave., River Forest, Ill.

Used in conjunction with the company's concentrate and kerosene, the



gun applies the soapy solvents with a penetrating force which reportedly cleans grease, grime and oil from engine and ignition system in minutes. After application of "Gunk," gun rinses away emulsified solution with a non-splashing jet action. Finally, unit dries cleaned areas quickly with even, controlled air pressure.

Want more info? Use coupon on page 133 and you will get it!

## 710—Spark Plugs

Featuring new insulator material and a new "knurled" tip center electrode, fire ring spark plugs, introduced by AC Spark Plug Division of General Motors, Flint 2, Mich., reportedly have increased resistance to fouling, will reduce pre-ignition and provide easier hot-engine starting.

The insulator material is said to be harder, stronger and a better heat conductor to take full advantage of the company's hot tip design. Knurled tip center electrode has a rough surface engineered to provide better spark between the center and side electrodes. Buttress-top insulator design reduces flash-over danger and the Isovolt metal electrodes insure a more perfect spark gap at all times, it was claimed.

Want more info? Use coupon on page 133 and you will get it!

## 711—Screwdriver

Employing a patented reversible bit in a shock-resistant plastic handle, a "stubby" screwdriver, announced by K-D Mfg. Co., Lancaster, Pa., reportedly will handle all Phillips and Reed & Prince screw sizes 0 through 10, as well as slotted-head screws.

Said to do the work of 5 ordinary stubbies, tool is 4" long over-all with heavily fluted handle. It can be imprinted for use as a good-will gift item and is available to jobbers individually boxed or on a skin-packed display card for point-of-sale display.

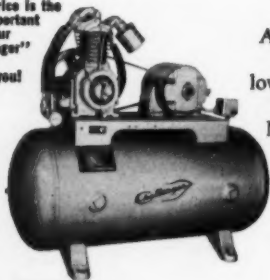
Want more info? Use coupon on page 133 and you will get it!



## COMPRESSOR "DOWN TIME" CONQUERED!



Where price is the most important factor, our "Challenger" line will interest you!



All kidding apart, Champion's exclusive Oil Monitor does save a lot of trouble due to low crankcase oil level in compressors. If oil level falls below the danger point, the Oil Monitor prevents the compressor recycling until oil has been added. There is a manual switch that overrides the Oil Monitor in emergencies.

Oil Monitor is standard equipment on all "Champion" compressors.

Write today for complete catalog.

**CHAMPION**  
PNEUMATIC MACHINERY CO.  
810 North Pleasant Street • Princeton, Illinois

**"It's easy to STEP-UP your EARNINGS  
with these HOLMES units"**



## **HOLMES Offers a Choice of Low Cost WRECKER Equipment**

It takes far more than "Drive-in Customers" to build a *profitable* shop volume. Today most shops know from experience that the only sure way to increase profits is to go after the business with their *own* HOLMES Units. Being in a position to reach outside customers gives a shop two important advantages—First, it permits them to render 100% service and thereby hold on to many of their customers who could be taken over by a competitor. Second, it enables any shop to extend its services miles away and actually bring-in jobs they *could not* otherwise obtain. The handling of modern cars is a field in which HOLMES offers a wide choice of tried, tested and proven equipment. Send today for details. Find out first hand how a HOLMES unit can increase profits for you.

### **Universal Towing Sling**

Here's the new Sling that tows all cars with cushioned safety assuring a very fast method of handling without scarring, denting or defacing light chrome and body parts. Easy to install on almost any tow truck. Write factory today for full details.

### **HOLMES 460 WRECKER**

This unit although small and compact has power and flexibility for fast pick-up and towing service on a 1 or 2 ton truck. It is power-operated, has dual controls and double swinging booms, each with a rated 3 ton capacity. Designed low in height and most desirable for work in highly congested areas. Send today for details.



**HOLMES**  
*Wrecker Equipment*

**ERNEST HOLMES COMPANY**

**Chattanooga 7,**

**Tennessee**

## 712—Truck Tire Changer

Time and work required to change large truck tires reportedly are reduced to an effortless operation with an air-operated truck tire changer announced by May Brothers Mfg. Co., Taylor, Mich., which demounts and remounts a tubeless truck tire in less than 90 seconds and a conventional truck tire in 3 minutes.

The "Mighty M" measures 80" long and 27" wide. In operation, a tire is locked on the turntable, which revolves as air pressure moves the cup-shaped discs downward, applying pressure on the bead. The curved edge of each disc floats under the flange of the rim without damaging

the bead, according to the company. *Want more info? Use coupon on page 133 and you will get it!*

## 713—Spray Booths

A line of dry-type spray booths to be offered as standard equipment by Binks Mfg. Co., 3114 Carroll Ave., Chicago 12, Ill., includes filter floor, baffle floor, filter bench, baffle bench, automobile spray, truck spray and a combination of automobile and truck type spray booths.

All are built of 18-gauge sheet steel sectional panels and are designed for easy erection at the customer's site. Panel section flanges are located on the outside of the booth, leaving in-

side smooth for easy cleaning, and all are easily bolted together during erection. Floor- and bench-type booths range in size from 3.5' wide to 20' wide, car and truck booths range from 14' high by 9' wide by 23' deep to 16' by 16' by 43'. All can be equipped with paint arrester filters, which, in addition to removing paint overspray solids from the exhausted air, also equalize air flow.

*Want more info? Use coupon on page 133 and you will get it!*

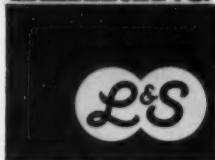
## 714—Cam Dwell Indicator

A cam dwell indicator offered by AC Spark Plug Division of General Motors, Flint 2, Mich., is said to eliminate the need for the old-fashioned feeler gauge, while insuring absolute accuracy in setting points at manufacturer's specification.

The easy-to-use, hip-pocket size instrument reportedly is accurate,



**L&S BEARING**



There's an L & S bearing designed for every automotive application you may have — whether it's a Model T or a brand-new Lincoln. And equally important is the dependable, smooth performance of L & S bearings. L & S bearings mean repeat sales to satisfied customers. Increase your earnings with the extra profits from L & S bearings!

**L&S BEARINGS**

L & S BEARING CO. P. O. BOX 995 OKLAHOMA CITY, OKLAHOMA



portable and versatile, and can be used on cars, trucks, marine engines, industrial equipment, etc. No electrical outlet is required and there is no need to remove the distributor to set points easily and accurately, according to the manufacturer.

*Want more info? Use coupon on page 133 and you will get it!*

## 715—Overload Spring

Easily installed rear overload coil spring, "Shock Booster," announced by Laher Spring & Tire Corp., 26th & Magnolia Sts., Oakland 7, Calif., is designed to eliminate car "bottoming" and side sway by boosting sagging springs and reportedly providing up to 800 lbs. of extra carrying capacity.

Installed on rear shock absorbers, springs are held securely by heavy-duty malleable castings which are guaranteed not to slip, according to the manufacturer. Amount of extra support can be varied by positioning the castings up or down on the shock. Said to be ideal for cars pulling camping, utility or boat trailers, the "Shock Boosters" do not interfere with the car's normal riding or driving characteristics.

*Want more info? Use coupon on page 133 and you will get it!*

## 716—Glass Cleaner

When dissolved in water, "Nu-Vu" pellets, announced by Alden-Leeds, Inc., 390 Butler St., Brooklyn, N. Y., reportedly produce a glass cleaner which effectively cuts road film and bug and tree stains, leaving surfaces crystal clear.

*Want more info? Use coupon on page 133 and you will get it!*

# *Searching for Instant Oil Control ?*



## **Install AMERICAN HAMMERED KROME-OIL with Stainless Steel Oil Rings**

An oil ring can control oil only by maintaining tension. Stainless Steel is the best metal yet developed to retain its proper tension under the tremendous heat generated by modern, high compression engines. That is one of the reasons why the oil rings in American Hammered Krome-Oil Piston Ring Sets are made of Stainless Steel.

Stainless steel resists the effects of combustion and operating heat . . . continues to hold the chrome-plated side-rails of the oil rings against the cylinder wall, even in tapered and out-of-round bores.

Stainless steel oil rings are matched with *pre-seated*, chrome-plated compression rings. Both seat instantly. No comebacks. Try a set on your next job.



This is a drawing of an American Hammered stainless steel oil ring on the piston in the cylinder. The metal retains its tension, permits the new end-abutment design to function at highest efficiency. The ring does not depend on the bottom of the groove for tension. Needs no shims, no depth gauges. Provides the best oil control.

### **AMERICAN HAMMERED**

**Automotive Replacement Division  
MUSKEGON, MICHIGAN**

**A Division of Sealed Power Corporation**



## 717—Penetrant

"Solve-Rust," a multi-action chemical compound for freeing parts frozen by rust, corrosion, scale, varnish or gum, manufactured by Permatex Co., Inc., 300 Broadway, Huntington Station, L. I., N. Y., is now available in sizes ranging from a 3-oz. spout can to 5-gallon containers.

A combination of solvents and detergents, the penetrant reportedly dissolves paint, varnish and gums, "lifting" rust, corrosion and carbon deposits without damaging metal surfaces. A fine dispersion of graphite in the oil base is said to aid in the easy removal of a part by reducing the torque required to release a nut

or cap-screw. Detergent materials produce a rapid spread of the solvents, it was claimed, even in the presence of moisture.

Want more info? Use coupon on page 133 and you will get it!

## 718—Battery Filler

Water level is always visible through the translucent polyethylene body of the "No. 81C Feather-Weight" battery filler, announced by E. Edelman & Co., 2332 Logan Blvd., Chicago 47, Ill., which is said to withstand knocks and falls and to resist acid, heat, freezing, oil and gasoline, adding only 12 ozs. to the handling weight of a full gallon of water.



Designed for convenience and simplicity, the pouring spout and flexible hose permit fast battery fill without spilling, it was claimed. Flexible filler nozzle directs water into the battery, then tucks into a built-in holder in the spout to cut off water supply. The "No. 81C" is complete with "No. 40B" hydrometer. Battery filler only is also available.

Want more info? Use coupon on page 133 and you will get it!

# AUTOPULSE

THE ORIGINAL ELECTRIC FUEL PUMP

FIT

65,000,000

VEHICLES



To serve every car and truck on the road, you need only two Autopulse models—6-volt, and 12-volt.

Smart business men stock the few types of very fast moving, mechanical fuel pumps (Ford, Chevrolet, Plymouth, etc.), and serve every

WITH  
TWO  
MODELS

other vehicle with just Autopulse.

What a simple inventory set-up! The price is right . . . the lowest on the market. Quality is unsurpassed. No cut-throat competition.

ASK YOUR WHOLESALE

Electric



AUTOPULSE

Division  
WALBRO CORPORATION  
Cass City, Michigan

## 719—Marker Lamp

A flat-back, thin-type clearance and marker lamp, introduced by The Grote Mfg. Co., Inc., Lafayette & Grandview, Bellevue, Ky., extends less than 1" from mounting surface.

"Model 222" is 2½" in diameter and mounts on a weatherproof sealing pad. The aluminum housing is rust-proof and the prismatic twist-on lens is shatterproof and fadeproof, the manufacturer said.

Want more info? Use coupon on page 133 and you will get it!

## 720—Valve Assortment

Valve assembly assortment for hydraulic jacks, announced by Jack-Pack Mfg. Co., 2115 No. Marianna Ave., Los Angeles 32, Calif., contains 12 different valves, which when interchanged reportedly cover practically all popular-model hand jacks. A convenient storage and display box with 12 compartments facilitates maintenance of inventory controls.

Want more info? Use coupon on page 133 and you will get it!

## 721—Air Station

Universal for all automotive air-conditioning systems, the "10260" portable air-conditioning evacuating and charging station, announced by Vehicle Products Division, Robinair Mfg. Corp., Montpelier, O., features a "Dial-a-Charge" cylinder that measures the correct amount of refrigerant 12 to be used for each charging service operation.

The sight glass shield is "dialed" to correspond with the pressure shown in the charging cylinder. Unit charges with precise accuracy anywhere between 60°F. and 110°F., using refrigerant 12, it was claimed. Complete components include all necessary gauges, fittings, high-pressure hoses, "Dial-a-Charge" cylinder, vacuum pump, welded brackets to accommodate a 25-lb. refrigerant drum—all mounted on a sturdy, portable cart with roller bearing wheels.

Want more info? Use coupon on page 133 and you will get it!

## 722—Truck Crane

A truck-mounted crane, said to be easily convertible to a portable or stationary shop crane, announced by Edgewater Automotive Division, St. Joseph, Mo., is available in both manual-hydraulic powered and electric-hydraulic powered models—8- or 12-volt battery.



For truck use, the basic unit is mounted in a well in the truck bed. When mounted in a wheeled floor truck, the "Fleet" crane converts to a handy mobile shop crane, it was claimed. By installing extra mounting wells, one crane reportedly can be used in a number of trucks, as well as in strategic spots throughout the plant—on workbenches loading docks or at machine tool locations. A complete line of special-purpose lifting accessories is available.

Want more info? Use coupon on page 133 and you will get it!

## 723—Valve Core

The "Swivel-T" valve core, announced by A. Schrader's Son, Division of Scovill Mfg. Co., 470 Vanderbilt Ave., Brooklyn 38, N. Y., features a precision-formed plug washer of super-slippery Teflon and is designed for both tube and tubeless tires.

The Teflon core reportedly provides easier non-stick installation and removal, more positive air sealing and longer functioning life. Self-swiveling action eliminates need for two-piece plug body, it was claimed, permitting one-piece design said to possess greater mechanical strength than two-piece plug body. Once seated in the valve stem, the "Swivel-T" stays locked in place until removed by serviceman, the manufacturer said.

Want more info? Use coupon on page 133 and you will get it!

## 724—Brake Shoe Extension

A web extension, announced by Barrett Equipment Co., 2101 Cass Ave., St. Louis 6, Mo., is designed for use on the new thin-webbed Bendix shoe.

Extension extends the web of the shoe to allow a secure grip in the shoe holder of bench radius shoe grinders, the manufacturer said.

Want more info? Use coupon on page 133 and you will get it!

# NEW WARM WATER RINSE!

now available with



**MAKES  
CLEAN-UPS  
QUICKER,  
EASIER  
THAN  
EVER!**



"U" fitting allows operator to mix steam jet with cold water (from "T" fitting) for 125° water for rinses.



Now—dissolve caked-on mud, grease, sludge in minutes instead of hours with Vapor's high-impact steam cleaning (80 gal/hr @ 125°). Finish up with a warm-water rinse that delivers 245 gal/hr @ 125° to quickly wash away loosened dirt, soaps and detergents... cleans surfaces perfectly for paint or undercoating. Great for grease pits, floors, driveways, too—shows customers you take pride in your work! Burns kerosene, No. 1 fuel oil or gas. Warm-water rinse, soap tank, or handy wheels for extra convenience are optional equipment.

for bigger jobs...

## VAPOR MODEL 200 UPGRADER MAJOR STEAM CLEANER

- 200 gal/hr @ 120 psi.
- Built-in soap solution tank
- One unit can supply two steam guns
- Easily portable (wheels optional)
- Complete with wire-braided steam hose
- Burns fuel oils No. 1 or 2, or natural gas



## VAPOR HEATING CORPORATION

Dept 44-I, 80 East Jackson Blvd., Chicago 4, Ill.

Please send: Bulletin on ☐ Model 80 ☐ Model 200 Steam Cleaner

☐ name of nearest dealer

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zone, State \_\_\_\_\_



Thompson Challenger I, fastest American land vehicle, and Mickey Thompson, its builder and driver, last month on the Salt flats of Bonneville, Utah, broke Thompson's prior American speed record of 266.866mph in a trial run across the salt timed at 332.809mph. Thompson is seeking to establish an international record of 400mph, to better the existing record of 394.2 established by the late John Cobb of England in 1947. The Thompson Challenger I is equipped with special Goodyear tires.

## Heavy Duty High Intensity 7 INCH STOP LAMP



Model B 200

# GRIFFIN...

*newest improvement in  
safety warning signals!*

This new development in "shallow-depth" thin design attaches easily and conveniently—in any position—to trucks, trailers or police, fire and public utility vehicles. The door is completely eliminated—the lens-holding screws are threaded into four cleats, each secured to the lamp's body by two rivets for perfect alignment. Available with red or amber lens, with versatile mounting bolts and bracket.

**THE GRIFFIN LAMP COMPANY**  
Shelby, Mississippi

**ULTRA-BRILLIANT**  
**for long distance  
visibility**

The advanced inside optical design of the full 7-inch acrylic lens gives such intense brilliance and light distribution that no reflector is required. Smooth exterior lens surface cleans instantly and easily.



## VCAWA Session to Hear Virginian on Training

**H**is firm's extensive use of factory-supplied recorded tapes on product data will be explained by C. Mason Phillips, president of Waynesboro Auto Parts, Inc., Waynesboro, Va., in an address before the fall convention of the Virginias - Carolinas Automotive Wholesalers Association at the Poinsett Hotel in Greenville S. C., Oct. 14-15.

The tapes have saved valuable time in training personnel, according to Phillips, who is a member of VCAWA. (See page 78 for report on his plan.)

James B. Bagwell, Jr., of Bagwell-Elliott Co., Charleston, president of VCAWA, also announced that Edmund H. Harding of Washington, N. C., well-known humorist, would speak at the banquet the night of Oct. 14 and the principal speaker the next morning would be Thomas R. Payne, vice president and trust officer of the American Commercial Bank, Charlotte, whose topic will be "A New Look at Employee Benefits in 1959."

As usual a variety of topics will be discussed under direction of the association vice president, Mrs. Clara Kohn Hawkins of Charlotte.

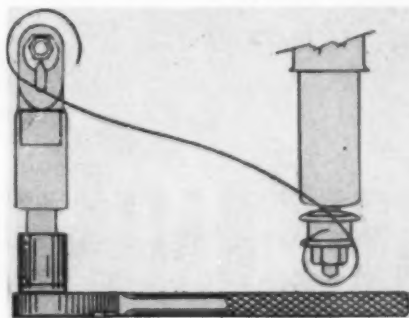
Officers are elected at the spring convention. James G. Johnson of Roanoke is secretary-treasurer of the 30-year-old group.

**Zippy Has Done it Again . . .**

# THE *Zippy* NUT BREAKER!

**For That Tough Nut to Crack!**

*\*Zippy's Newest Time Saver*



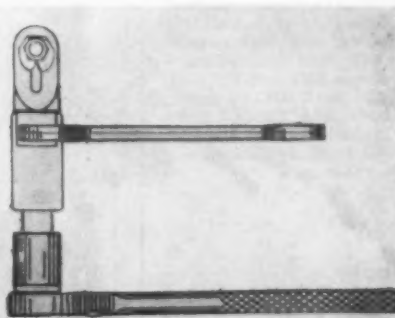
Cutter Made From Chisel Steel — Heat-Treated For Longer Life

Slotted to Take 3/4" Open-End Wrench For Additional Torque

Cast Steel—Unconditionally Guaranteed

Fits Up to and Including 7/16" Hex Nuts

Large Hex Nut For Additional Torque



Special Positioning Head For Nut

Cutter Blade Rides in Hex Channel — Cannot Slip From Cutting Position

**Gar. Net \$4.95**

(No. MM 600)

Replacement Cutter & Bolt Assy. \$1.95

Outside Surface Knurled For Easy Handling

Operating Screw Heat Treated

Frees Frozen and Rusted Nuts in Seconds — Fast, Clean, Sure!

★ **Patented Feature Gives Positive Control of In-And-Out Thrust of Cutter Blade.**

★ **Designed For Close Quarters as Well as Open Spaces**

- Compact-Rugged Construction
- Easy, Fast Removal
- More Profits Per Job

## MUFFLER

P. O. BOX 492

## PRODUCTS CORPORATION

HOUSTON, TEXAS



H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America, will be among the speakers at the 12th annual convention and trade show of the Automotive Parts Rebuilders Association at the Roosevelt Hotel in New Orleans Oct. 28-30. He will cite points of common interest between the IGOA and APRA members and bring his listeners up-to-date on the rapid growth of IGOA since its inception five years ago.

## Ford's Falcon

(Continued from page 73)

length, has allowed the elimination of roof supports, permitting a lower roof with no effect on the headroom. The smaller tires allow a smaller wheel housing, with less encroachment on the passenger compartment and also permit front and rear wheels to be moved closer together without sacrifice to passenger comfort.

Ease of entrance has been acquired by reducing the deep crown in the roof, avoiding any sub-standard entrance room which might displease Americans accustomed to the Ford and competitive cars of the recent past.

In the two-door model the door opening has been extended rearward almost to the front edge of the rear seat cushion, simplifying the ease of entering the rear seat. In the four-door the center pillar was moved forward to permit easy entrance to the rear seat through the rear door opening.

The 24.5 cubic feet of luggage space was termed approximately 20% greater than the average of the most popular foreign cars, providing for two men's two-suiters and one each of a ladies' wardrobe, ladies' overnight, men's overnight, ladies' train case and golf bag.

In order to minimize the corrosion problems inherent in rocker-panel area, a process was developed to provide a rust-resistant

galvanized steel for the rockers and other structural members in that area. The deck lid incorporates a built-in hold-open and release mechanism which does not require counterbalancing.

The grille is of bright aluminum. Fenders are bolt-on for ease of service and replacement. The hood slopes downward from windshield for good vision. Windshield is curved but not full wrap. Windshield wiper system is a parallel system.

Interior trim was described as

equal to or better than materials used in some models of Ford, Chevrolet and Plymouth, including employment of vinyl. Foam polyurethane is used in all front cushions.

Options and accessories available include automatic transmission, pushbutton radio, high-quality, manually-tuned radio, safety package padded sun visors and instrument panel and seat belts, tinted glass and deluxe trim and appointment, aside from the heater-defroster system.

*It's here...now! The Ball-Joint you've been waiting for!*

# MOOG

## ADJUSTABLE BALL-JOINT for 1958-59 CHEVROLET

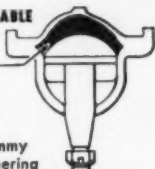
MOOG Adjustable Ball-Joints are now available for the "Big Three"—Chevrolet, Ford and Plymouth! There's nothing like 'em for correcting excessive tire wear and wobbly steering—problems caused by loose ball-joints.

### HERE'S HOW IT WORKS

#### ORDINARY NON-ADJUSTABLE BALL-JOINTS

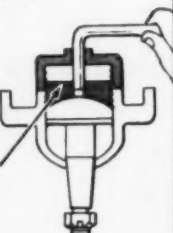
Looseness here may cause

- excessive tire wear
- wheel shimmy
- erratic steering
- annoying noise



#### MOOG ADJUSTABLE BALL-JOINT

Plug adjusts down to eliminate looseness!



With MOOG Adjustable Ball-Joints, a simple adjustment with an Allen wrench eliminates slack in front-end assemblies resulting from ball-joint looseness. A custom adjustment is possible, accurate to within .001 inch. You can "tune" the ball-joint for perfect performance.

Positive lock prevents stud end-play. Caster and camber cannot change due to stud movement, even while auto is in motion.

The car owner can notice the difference immediately in smoother, quieter ride and easier steering. And MOOG Adjustable Ball-Joints more than pay for themselves in longer tire life!

### MAKE THE PRY-BAR TEST

Simply take the weight of the car off the ball-joints and check for looseness. You'll find wobbly ball-joints even on low-mileage cars. Use free MOOG wall signs, product folders and newspaper mats to promote this profitable service.

## Chrysler Corp. Reveals 1960 Quality Program

**A**N EXTENSIVE quality-control program for its 1960 passenger cars, announced by Chrysler Corp., is taking place at a small assembly plant, which, even at peak production, turns out only one car an hour.

Known as the Clairpointe plant, the 163,000-square-foot facility is located just behind the company's Jefferson assembly building on Detroit's east side. Work there has

top priority and includes thorough testing of parts as well as assembly, engineering and manufacturing steps involved in building the 1960 Chrysler cars.

Another aim in the program was to train assembly-line supervisors so they are thoroughly familiar with the design and manufacturing details for the new models. Supervisors and foremen from the assembly plants over the country were selected to work under a permanent staff's direction for a minimum of two weeks.



**Appointment of Charles W. Dunn** as market development manager for The Mohawk Rubber Co., Akron, O., has been announced by General Sales Manager Tom C. Johnson. A native Oklahoman, Dunn, 35, has been a territory salesman, manager and divisional promotion manager in the rubber business. Before joining Mohawk, he was distributor for a major tire line in Dallas, Texas, where he presently resides.

**K-691**

**FREE BALL-JOINT CHECK**

**ANOTHER MOOG EXCLUSIVE!**

### THESE BALL-JOINT NUMBERS ARE REAL "ORDER STARTERS"

In addition to the new K-691 MOOG offers additional profit opportunities with . . .

**K-670** Lower Ball-Joint assembly for 55-57 Chevrolet

**K-710** Lower adjustable Ball-Joint assembly for 57-59 Chrysler Product cars

**K-720** Upper adjustable Ball-Joint assembly for 57-59 Chrysler Product cars

**K-890** Lower adjustable Ball-Joint Conversion Kit for 57-59 Ford, Edsel & Mercury

**K-891** Lower adjustable Ball-Joint Conversion Kit for 58-59 Ford, Edsel & Mercury—Mfg. No. B9A-3050A

Plus the most complete line of adjustable and non-adjustable Ball-Joints in the industry.



MOOG INDUSTRIES, INCORPORATED • ST. LOUIS 33, MISSOURI

**MOOG MEANS MORE UNDER-CAR BUSINESS!**

An additional phase is the approval of supplier parts. Approved samples of all parts are on display in a special room, each item identified by code number. All parts must receive initial sample approval by the quality-control department before volume quantities of the parts are authorized by the purchasing staff.

## GM Grants \$50,000 To Sloan-Kettering

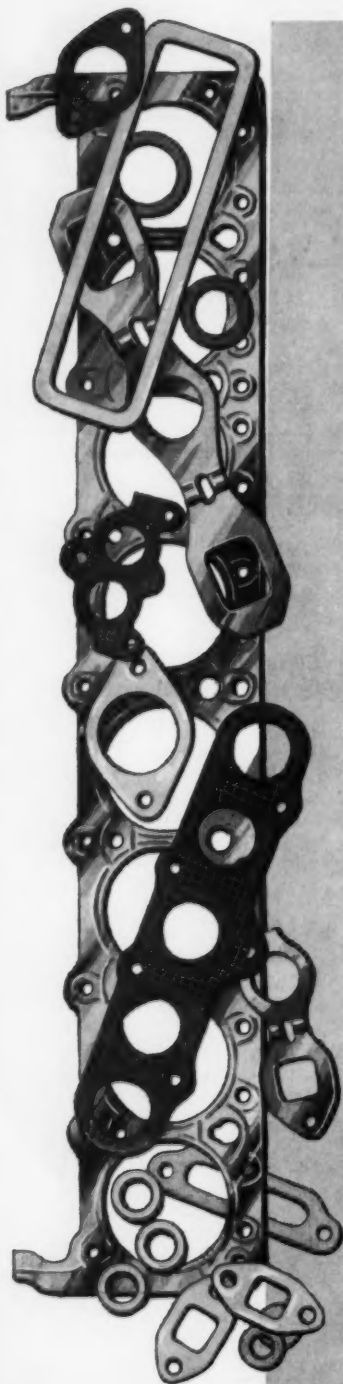
**A** GRANT of \$50,000 has been made to the Sloan-Kettering Institute, New York, by General Motors for determining whether automotive exhaust gases are related in any way to cancer in humans.

The institute will have a free hand in conducting all phases of the study during the next two years, according to GM. Chemical analyses will be made on samples of tars collected from automotive exhaust gases under a variety of operating conditions. Tar samples extracted from representative city atmospheres also will be studied in an effort to identify the effect of automotive exhaust gases in relation to other sources of air pollution.

This big institute is internationally known for its research programs. Its name comes from Alfred P. Sloan and the late "Boss Ket" Kettering of General Motors Corp.

# Largest Gasket Warehouse

Most Complete Stocks of All Types of McCORD Gaskets for Cars,  
**YOU CAN DEPEND ON McCORD GASKETS**



## SOUTHEAST GASKET WAREHOUSE

ATLANTA, GEORGIA  
999 SPRING ST., N.W.

TRinity 3-2472



You can depend on Southeast for your gasket requirements. We have not only the largest and most complete stock of all popular numbers, but also the hard-to-get numbers for trucks, tractors, busses and industrial engines.



All parts jobbers billed at distributor cost price. Freight allowed on shipments of 100 pounds and over. Make us your Gasket Headquarters.

# Distributors in the South

Trucks, Tractors, Busses and Industrial Engines in the South  
... **MOST CAR MAKERS DO!**

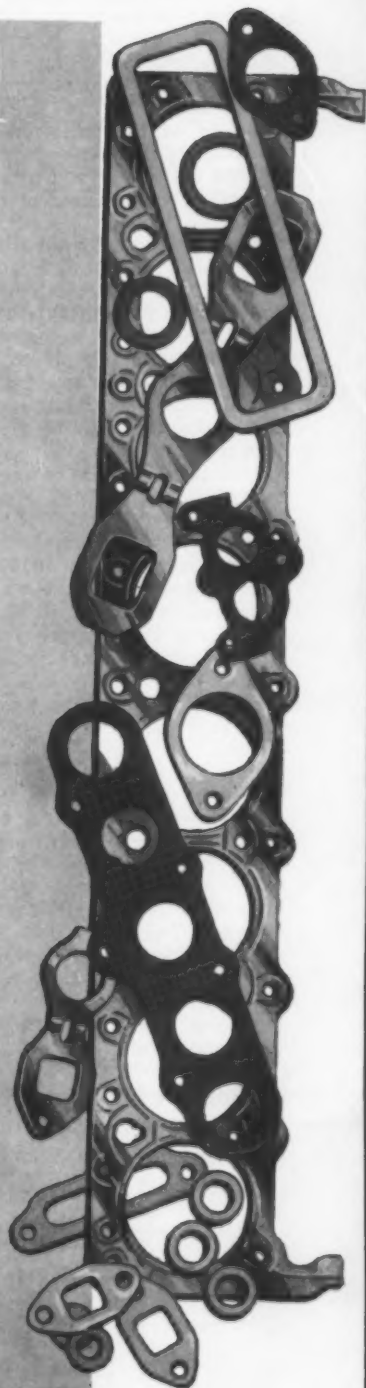
**And Now**  
**SOUTHWEST  
GASKET  
WAREHOUSE**

**DALLAS, TEXAS**  
**2709-11 MAIN ST.**  
**Riverside 8-7148-9**



Two solid carloads of McCord gaskets were necessary to stock the NEW Dallas Warehouse. This tremendous stock is necessary so that we may fulfill our promise to ship your orders the day they are received.

Give us an opportunity to prove our service. We ship 'em the same day order is received—by bus, parcel post, or truck. Freight allowed on shipments of 100 pounds and over. All parts jobbers billed at distributor cost price.



## Higher Gasoline Taxes May "Kill the Goose"

**S**TRONG consumer trend toward small cars has been cited as an indication that increasing hikes in gasoline taxes "may be killing the goose that lays the golden egg."

Frederick B. Hufnagel, Jr., a Sun Oil Co. marketing representative, told a recent meeting of the Petroleum Association of Georgia that revenue from highway user taxes may be reaching a point of diminishing returns.

One effect of rising gasoline taxes, Hufnagel said, has been the setting in motion of "a vicious cycle" in which the lowered fuel consumption of smaller cars yields reduced tax money and ultimately prompts another round of tax increases.

Projections of current sales, he said, show that foreign and domestic small cars combined will reach the million mark this year, exclusive of the "compact" models that will be coming out of Detroit this fall. Owners of many of these cars are discovering that their annual outlay for gasoline taxes has been cut in half.

Pointing out that there have been 70 increases in state gasoline tax rates since World War II, Hufnagel said, "I am convinced that ever-rising gasoline levies and other highway user taxes and the continued diversion of some of these funds into general treasuries in Washington and in some state capitals will seriously jeopardize the interstate highway program and cause another round of tax increases."

Hufnagel urged a halt to the diversion of highway user taxes to non-highway purposes and advocated a "stretch-out" of the federal highway building program over a longer period so that it can be financed without further increases in taxes. The average citizen, he said, is becoming disenchanted with "grandiose interchanges, extravagant clover leaves and a mounting tax load" throughout the United States.

## Manager of Dodge Cites Need for Managers

**C**URRENTLY, 42% of all management is over 55 years of age."

That is what M. C. Patterson, Dodge general manager and Chrysler Corp. vice president, said recently concerning the need for developing aggressive, creative

business management among young people.

"The growing demand for management talent has created a 'mad market,'" Patterson said, "and recruiting talent has itself become a big business. Competition for good managers is hot—so hot that 'recruiting' sometimes is a polite word for 'piracy'."

Predicting a bright future for the youth of the country, he said, "Their world—the world of the 1960's—is wide open; it is dazzling with promise."

Patterson warned, however, that one of the greatest challenges facing the country in the next decade is the shortage of business management talent, "which may be the most serious bottleneck in the American economy."

Suggesting that "we tell our young people what will be expected of them in business," Patterson said the manager of tomorrow will have to know and do many things; he will have to be more the "generalist" and less the "specialist."

**In rebuilding — it's what's inside that counts!... completely modern facilities.**

Plant No. 1  
Boston, Massachusetts  
Generators - Starters  
Solenoids - Drives

Plant No. 2  
Spartanburg, S. Carolina  
Generators - Starters  
Special Units

Plant No. 3  
Boston, Massachusetts  
Armatures - Field Coils

If a rebuilder hasn't got, within his plant, modern production facilities, skilled personnel and an organization trained to give good service, his line of products just hasn't got it.

These pictures can't show the NEW AUTOMATED PRODUCTION LINES which make Arrow Factory Rebuilt Units the recognized standard of quality in the U. S. and throughout the free world... but they do show that the steady demand for Arrow quality Generators, Starters and Armatures has made it necessary to more than double plant capacity in the past few years.

**ARROW ARMATURES COMPANY**

Boston 34, Massachusetts • Spartanburg, South Carolina



## Goodyear's 13" Tire Requires Re-Design

GOODYEAR'S 13" tire for the new small cars now going into production required a complete engineering re-design, not merely a change in size.

Walter Lee, director of tire development for Goodyear Tire & Rubber Co., said that his company has been producing 13" tires in the United States for foreign car imports since 1955. He pointed out, however, that these tire designs

were not entirely satisfactory for the handling characteristics, stability, weight distribution and new suspension systems of America's newest "compact" cars.

The re-designed 13" tire has a new tread pattern, containing "soft-ride" compounds for a quiet and resilient ride. It is lower in cross-section than previous 13" tires, which, Lee said, improves stability and handling qualities.

The new tread design, with a five-ribbed, heavy-bladed tread pattern, Lee said, produces at least

15% more mileage on U. S. cars than previous designs, with "excellent performance characteristics."

In volume production since June, the tire is available in two sizes—6.00 and 6.50—and is less than 24" high. Tires used on the "low-priced" three are a total of 27" high.

## Buick's Sales May Top 1958 by Ten Per Cent

ESTIMATED Buick sales of between 280,000 and 290,000 cars for the calendar year 1959, predicted by Edward D. Rollert, Buick general manager and vice president of General Motors, would be "in the neighborhood of ten per cent more than we sold last year."

While making no prediction about Buick's 1960 output, Rollert said, "Our goal is to win back for Buick the position of prestige it once enjoyed in the medium-priced market. With the product we have for 1960, I am confident we will give a good account of ourselves. Certainly we can sell 20% more cars in 1960 than we did this year."

The new American-built compact cars will have little effect on the market in which Buick sells, Rollert said, adding, "I think the new compact cars will affect the foreign-import market far more than they will affect us."

"There will always be a good market for medium-priced cars in this country. There will always be some people who will want a better car as they improve their station in life."

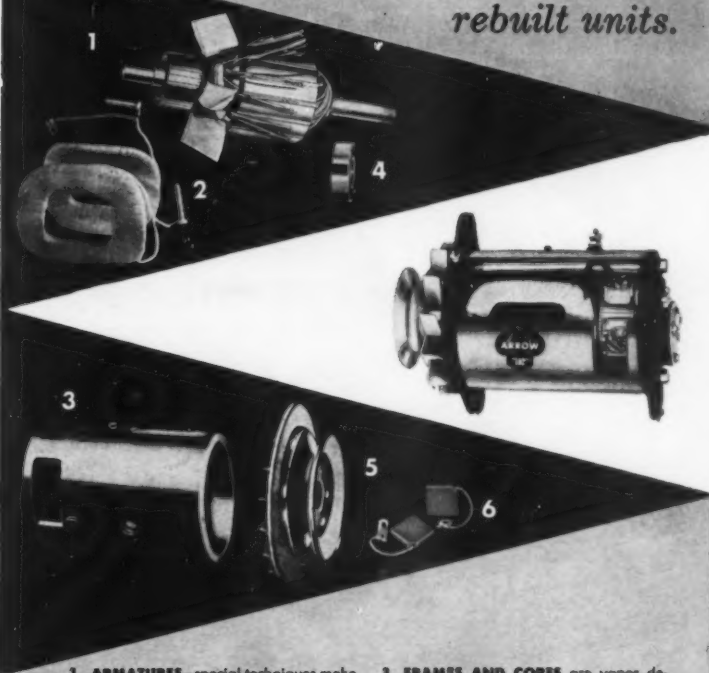
Buick for 1960 has a new concave grille and the headlights are placed side by side instead of on a slant. Chrome trim is used more sparingly than last year and the rear fenders are accented by smooth, rounded wingtips. The ventiports—a Buick hallmark in the early 1950's—will be used again in 1960, as will aluminum front brake drums.

## Ward Foote Heads Up Fleet Parts Firm

WARD Foote, for many years with John A. Harris & Son, Atlanta, is president of the newly-formed Wheels and Brakes, Inc., in that city.

The company is specializing in distributing such fleet items as wheels, rims, axles, brakes and truck equipment from its location at 465 Memorial Drive.

In rebuilding—it's what's inside that counts!... *completely rebuilt units.*



**1. ARMATURES**—special techniques make all armatures electrically and mechanically perfect. Each armature is precision wound on dimensionally accurate shafts. Heavy cloth "protectors" reinforce the windings in critical areas. Completed armatures are baked, then saturated with insulating varnish and cured in controlled temperature and environment.

**2. FIELD COILS**—"custom" winding fixes current draw at the precise value needed to match the electrical requirements of the regulator. Amperage and dielectric values are tested and proved for each set of coils.

**3. FRAMES AND CORES** are vapor degreased and grit blasted... stripped to bare metal.

**4. BALL BEARINGS**—and all other components are proved mechanically perfect or replaced with new parts.

**5. PULLEYS**—are tested and proved for balance and concentricity or replaced.

**6. BRUSHES** are always replaced. Other critical parts subject to wear are replaced with new ones which must meet Arrow's exacting standards of quality.

Test "102", Arrow's exclusive running breakdown test, proves each generator will more than meet service requirements by simulating service conditions more severe than those met in actual use.



©1959 A. A. Co.

**ARROW ARMATURES COMPANY**

Boston 34, Massachusetts • Spartanburg, South Carolina

**Wagner offers you an easy,**

**HOW-TO-DO-IT**  
instructions in every carton

**"HOW-TO-DO-IT" INSTRUCTIONS**

**Wagner®**  
Lockheed

**ComaX LINED BRAKE SHOES**  
Wagner Electric Corporation

LOCKHEED BRAKE PARTS BOND EXCHANGE SHOES AND LINING • AIR HORNS • AIR BRAKES • TACHOGRAPHS

*profitable way to do brake reline jobs*

# Wagner Lockheed

## LINED BRAKE SHOES

*come to you ready to be installed*

None of your mechanics needs a great amount of previous brake service experience to handle brake relining jobs. Wagner makes it easy for you and your men.

**INSTALLATION INSTRUCTIONS** are now included in every carton containing a set of Wagner Lockheed Lined Brake Shoes. These easy-to-follow instructions enable the average mechanic to turn out a good job. Shoes come one axle set to a box, ready to be put on the car. Lining on shoes is already contour ground—there's no need for your mechanic to do any grinding.

You have three choices to meet your needs. "WEB" Sets; "WB" Sets; or the Wagner Shoe Exchange Program... Shoes are available in two oversize lining thicknesses.

**"WEB" CoMaX BONDED SETS** are bonded with "CoMaX" premium quality wire-back flexible molded lining. Designed for universal use, this lining has friction characteristics that provide quick, safe, smooth stops and

extra long operating life on most popular cars and commercial vehicles. CoMaX Sets are also available with riveted lining.

**"WB" SETS BONDED WITH "WP"** dry-mix rigid molded segments of finest grade are engineered to give smooth positive fade-resistant action with quick recovery characteristics. On high horsepower vehicles with or without automatic transmissions and power brakes, "WP" provides long-lived, superior braking performance. Also available with riveted lining.

**WAGNER SHOE EXCHANGE PROGRAM** enables you to take full advantage of mass production facilities when you exchange shoes for Wagner Lockheed lined shoe sets. You escape the slow, tedious part of delining and relining shoes. Sets come to you ready to be installed—saving you up to 1½ hours per job.

**FOR DETAILS** consult your nearest Wagner Distributor, or mail coupon to us for free copy of CATALOG BU-579.



ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

### Wagner Electric Corporation

636 1/2 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U.S.A.  
(Branches in principal cities in U.S. and in Canada)

Please send us Catalog BU-579 on Lined Brake Shoe Sets. We understand that there is no charge or obligation.

NAME

FIRM NAME

ADDRESS

CITY & STATE

WB50-4



## TIME SAVERS

### Recovering Objects With Steel Tape

**S**MALL objects which have been lost in a close or inaccessible place—such as in an engine dust pan, clutch housing or gear case—can be recovered readily by means of a small magnet or strip of mask-

ing tape on the end of a steel tape.

If the lost article is magnetizable, fasten a small magnet on the end of the steel tape with a rubber band. For others, add a strip of masking tape—sticky side out—to the magnet, or to a small block of wood. To recover object, simply extend the ruler until its end contacts the article and then withdraw it.—*Glen F. Stillwell, 340 Ninth Street, Manhattan Beach, California.*

### Tripping Ratchet-Type Ford Starter Drive

**I** HAVE an easy way to trip a ratchet-type Ford starter drive which has accidentally ratcheted out after starter has been removed for repairs.

Place starter drive end against wire buffer on bench grinder, while holding the other end with hands. Wire buffer will turn the drive gear fast enough to trip it back into its original position so starter can be installed.—*Charles E. Howard, Service Manager, Al Lincoln Buick-Chevrolet Company, Inc., Troy, North Carolina.*

### Correcting a Fault in Plymouth Horns

**A**FTER having numerous horns go bad on '59 Plymouths and De Sotos, we found that the horns were waterlogged on the wash rack.

To correct this fault, we drill two 1/8" holes at the lowest point in horn housing, in relation to



# ALIGN 'EM ALL

WITH  **Bee Line**






**Be ready for the Big 3 small cars**

The Bee Liner one section front end machine. The Bee Liner is the most versatile aligner on the market. The Removable runways with turning aligners are adjustable from 39" to 94" tread width to accommodate all highway vehicles. It is designed to handle a greater volume of work easier, faster and with lasting precision. Features include the exclusive, portable air-lift and sealed turning aligners with off-center pivot for accurate caster and king-pin inclination readings.



**WRITE FOR LITERATURE**

**BEE LINE COMPANY**  
DAVENPORT, IOWA



*Ab...  
that's my driver!*

It's a **VACO**®

Service men all across the country agree . . . there's no other screw driver or nut driver with the built-in comfort of the VACO "comfordome" handle. Makes service work easy! Enjoy the luxury grip of a VACO . . . the driver that gives plenty of power, yet is always kind to hands. Next time choose a VACO and *feel the difference!*

Manufactured and Unconditionally Guaranteed by  
**VACO PRODUCTS CO., 317 E. Ontario St., Chicago 11, Ill.**  
In Canada: VACO-LYNN PRODUCTS CO., LTD., Montreal 1, Que.

## GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections cannot be returned.

mounting, next to diaphragm—about 5/16" from edge of horn. Drill to steel diaphragm only. Water will drain when horn vibrates and horn will have its natural tone.—Skip C. Robinson, Hall Motor Service (Plymouth-De Soto), Thomasville, Alabama.

### Fixing the Whistle In '59 Fords

A SLIGHT whistle heard at 50 to 60mph in some '59 Fords can be annoying. This is our remedy:

Using pliers we put a small kink in the left air duct control cable immediately behind where cable is attached to air duct control butterfly. This prevents butterfly from vibrating open because of loose cable. We put as much kink as possible without causing the cable to be too difficult to operate.—James D. Martin, Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

### Making a Simple Repair On Chevy Vacuum Shaft

ON MANY six-cylinder Chevrolet cars and trucks, a great deal of wear may be found where distributor vacuum control shaft connects to the clamp lever on the distributor, making correct timing impossible at any speed.

The wear, of course, occurs in the hole in vacuum control shaft, as well as on the bolt or rivet. A simple yet inexpensive repair can be made by truing up and enlarging the hole in the vacuum shaft with a 5/16" drill bit. Cut a ring from a piece of 5/16" tubing slightly longer than the thickness of the vacuum shaft and force this ring down over the shoulder on

the bolt. Install the bolt and the job is done. On the rivet type, use the same procedure except that a short 3/16" screw, nut and flat washer must be used to replace the rivet.—Victor McGee, c/o Bedwell & Cole Auto Service, 310 S. 7th Street, Mayfield, Kentucky.

### Adding to Wrench Bite On Worn Screw Heads

WHEN the hex socket in a set screw (like the Allen) or in a socket-head cap screw is worn

to the point that wrench slips out, you can do this:

Touch the end of the wrench in oil, then dip it in grinding dust found around any tool grinder, or in valve grinding compound. This will make the wrench take a firm hold, since the grit adds to the dimensions across the flats of the wrench. Screwdrivers also can be made non-slip by this method.—Stan Clark, Box 2162, East Bradenton, Florida.

Each contributor here was paid \$7. Where's your idea?

**ONLY  
BISHMAN**  
Gives you  
a choice of

**100% Power, 100% Manual  
50% Power, 50% Manual  
TIRE CHANGERS**

#### MODEL 880-58 100% POWER

- ★ AIR POWER Bead Breaker
- ★ ELECTRIC POWER Mount & Demount

The ONLY Full Power Changer for ALL Tires from 12" through 17 1/2". Built-on AIR POWER double bead breaker ROLLS off tightest beads. ELECTRIC POWER drives mount-demount device.



**MODEL 881-58  
50% POWER, Air Power  
Double Bead Breaker  
50% MANUAL Mount  
and Demount**

Same capacity, same AIR POWER bead breaker. Specially designed bar provides single tool for manual mounting and demounting tires. Holders on base for tool and tire lubricant eliminate extra tool stand.



**MODEL 880-MB  
50% POWER, Electric Power Mount, Demount  
50% MANUAL Double Bead Breaker**  
Manual Double Bead Breaker is built-on . . . uses ROLLING action to break tightest beads. ELECTRIC POWER drives mount and demount device to remove tires rapidly and safely.



**MODEL 881-MB  
100% MANUAL**

★ Manual Bead Breaker ★ Manual Mount & Demount  
A low cost changer with built-on double bead breaker. A complete machine. No extra tools or tool stand required.



**MODEL 881-SC** without bead breaker. A good changer at lowest cost.

Ask your equipment distributor for complete information or a demonstration.

**Bishman** MANUFACTURING CO.  
ROUTE 2, OSSEO, MINN., U.S.A.

## Associates Earnings Climb Slightly

CONSOLIDATED net earnings of Associates Investment Co. for the six months ended June 30 totaled \$8,644,018, compared with the adjusted figure of \$8,641,222 for the first half of last year, according to Robert L. Oare, chairman of the board.

"There has been a noticeable improvement in the company's operations during the first half of this year," Oare said. "The volume

of finance business amounted to \$859,302,504, which was \$201,116,787 higher than that reported for the same six months last year, resulting principally from greater activity in the automobile industry as well as the continued development of diversified business on the part of the company."

Net earnings of Emmco Insurance Co., which writes automobile insurance, declined from \$1,455,991 in the first six months of 1958 to \$949,897 for the same period this year. The decrease was due

principally, Oare said, to a reduction in earned premium income.

With the prospect that automobile and other equipment sales will continue at a high level, Oare said, the outlook for the year ahead is very favorable.

## Chrysler's '60 Models To Get Rustproofing

A SEVEN-STAGE rustproofing system costing more than \$18,000,000 will protect the 1960 Plymouth, Dodge, De Soto, Chrysler, Valiant and Dart passenger cars against corrosion.

R. S. Bright, group vice president—automotive manufacturing, said, "This will result in longer vehicle life, less upkeep cost, all-around year-in year-out better appearance and a new plateau of safety."

An electronically controlled system of cleaning and drying, heating and cooling, rinsing, priming and painting will protect every part of the automobile body, it was claimed. Each body will be subjected to nine different temperature changes, three metal cleaning baths, seven anti-corrosive dips, seven spraying operations and seven external paint finishing operations.

The anti-corrosion phase alone takes an hour and 45 minutes to complete on a roller-coaster conveyor encased in a tunnel more than 2,300' long. Some 60 cars an hour will travel through the system. During peak production periods, 16,800 gallons of primer—a water reducible armorplating—will be used each day.

Chrysler engineers said the company's method of finishing both underbody and surface should result in the most durable finish ever offered in the automobile industry.

## Dodge Will Build Dart In Four Cities




DODGE's new 118"-wheelbase Dart will be built in four cities throughout the country—Detroit, St. Louis, Newark (Del.) and Los Angeles, according to M. C. Patterson, Dodge general manager.

All six basic Dart body types will be produced at plants in the four cities, except the convertible, which will not be built in Los Angeles, Patterson said. He added this would give purchasers in all parts of the country the advantage of being able to order virtually every car series and body type from a plant close to their home town.

## Dealers Profit by Selling Pride In Workmanship

When they supply demand for remarkable, fast-moving



-  Prospects are PRE-SOLD on brilliant, new car PERFORMANCE
-  Pioneer of a national trend in dependable, low-cost transportation
-  Winner of national awards for stimulating traffic for dealers

**Sterling Quality Control in materials and workmanship set entirely new standards of value,**

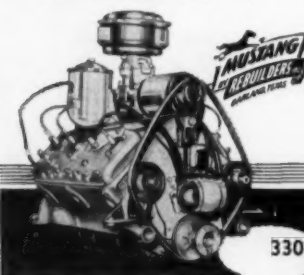


Premium quality castings and parts are checked and double-checked with magnetic particle inspection equipment that pinpoints invisible flaws.

Close tolerance and precision fit in every operation are verified by micrometer readings and thickness gauge checks.



Seasoned engine blocks and castings are specified to guard against engine distortion and assure lifetime alignments.



as advertised in  
The Saturday Evening  
POST

## "Pride In Workmanship"

a distinguishing virtue of Mustang Replacement Engines . . . is a quality with enormous appeal to your car and truck owner customers. Power-packed, precision-built MUSTANG is truly a dynamic, pace-setting engine assuring 10% more power, longer life, lower operating and maintenance costs and customer satisfaction beyond expectation.

Mustang dealerships are richly rewarding for every type of automotive service shop. Money-making advantages include complete lines, one day installations, \$10.00 per shop hour profit, liberal trade-in allowances and extra profits selling related parts.

Powerful POST advertising, service clinics and merchandising aids are skillfully coordinated to help your shop hit the jack-pot with MUSTANG. See your jobber for this fabulous profit story.

**MUSTANG ENGINES**

330 International Road, Garland, Texas



## 1-2-3 GO - To Town with MAC'S PRODUCTS!

### NEW PREMIUM DEALS!

Get these handy premiums  
with these timely  
fast moving items

Effective August 1, 1959

1



Pocket Knife with 2 blades  
of fine carbon steel with  
stag handle. 1 packed in  
carton of 12—12 oz. cans.



#### MAC'S SEALER & STOP LEAK

A Heavy Duty Sealer that prevents seepage  
and quickly stops radiator leaks. Guaranteed  
to stop high pressure leaks up to 20 lbs. pres-  
sure. Mixes with all types of anti-freeze and  
inhibitors.

2



Beautiful chrome cigarette  
lighter. 1 packed in each  
carton of 12—1 lb. cans.



#### MAC'S COOLING SYSTEM CLEANSER

Single flush cleanser that quickly cleans out all types  
of clogging materials. Needs no neutralizer, contains a  
passivating ingredient that helps metal resist corrosion.

### ORDER NOW!

You'll be twice glad . . . glad you have  
your premium . . . glad you have the  
fine products in your stock! Expires  
December 31, 1959.

# MAC'S

3

6 pens, 3 ink colors, in conven-  
ient pocket secretary complete  
with memo pad and pocket  
shield. 1 set packed in each  
carton of 12—1 pint cans.



#### MAC'S No. 13 — Rust Inhibitor

Prevents rust in all cooling systems. Mixes with all types  
anti-freeze. An ideal water pump lubricant.  
A concentrated inhibitor and not a soluble oil—Guaran-  
teed to keep the cooling system clear for many months!



### MAC'S SUPER GLOSS CO., INC.

LOS ANGELES 42, CALIFORNIA — CINCINNATI 26, OHIO

## S-P Appoints Faurot Styling Director

**A**PPPOINTMENT of Randall D. Faurot, 41, as director of styling for Studebaker-Packard Corp. has been announced by President Harold E. Churchill.

Faurot, who returned to Studebaker from Detroit where he was styling director for Kelvinator appliances, was recipient of the fifth annual Industrial Design Institute award while with Studebaker in 1955. His career, spanning 16 years

of industrial design and styling in automotive and industrial fields, began with on-the-job training at General Motors Corp., where he rose to designer, numbering among his colleagues many present leaders in automotive design.

## Ford Adds Warehouse To Louisville Plant

**A** ONE-STORY, 216,000-square-foot warehouse under construction by Ford Motor Co. adjacent to its Louisville, Ky., as-



It's from president to president for the veteran managing director of the Kentucky Automobile Dealers Association. Low Ullrich of Louisville has just retired as president of the Automotive Trade Association Managers—composed of the managers of franchised car dealer associations, but days later, at a meeting at Virginia Beach, Va., was elected president of the State Trucking Association Managers. (He is also manager of the Kentucky Motor Transport Association.)

ssembly plant at an anticipated cost of \$1,500,000 is expected to be partially in use by the end of the year and completed by March 1960.

Of cement-block-and-steel construction, the building will be 360' wide and 600' long. It will provide warehouse space for truck parts now stored at Ford's old Western Parkway plant—sold earlier this year—and in temporary quarters elsewhere. Interior rail-unloading facilities will accommodate eight boxcars at a time.

## Sampson County, N. C., Elects

Howard Harrell of Harrell Motors is the new president of the Sampson County (N. C.) Automobile Dealers Association. W. E. Williamson of Williamson Motors is vice president and Thomas Vann of Womble-Vann Motors is the secretary-treasurer. All are from Clinton.

## Scotland Tarheels Pick Owen

New president of the Scotland County (N. C.) Franchised Dealers Association is Benjamin L. Owen of Owen Motor Co., Laurinburg. Other officers—also of Laurinburg—are A. R. Burgess of Burgess-Corbett Motor Co., vice president, and Robert Hill of P. & T. Pontiac Co., secretary-treasurer.

# GUARANTEED'S *new* IGNITION

## *Merchandiser\* Program*








DESIGNED FOR  
LARGE & SMALL  
REPAIR SHOPS  
SERVICING...

- ALL CARS
- TRUCKS
- TRACTORS
- INDUSTRIAL ENGINES
- MARINE
- FOREIGN CARS
- SMALL ENGINES

**\*with built-in LOCKS & KEYS**

**Cabinets FREE to all DEALERS**  
with the purchase of Guaranteed's  
*Popular Profit-Making Ignition Parts*



**GUARANTEED  
PARTS CO., INC.**  
SENECA FALLS, N. Y.



FULL DETAILS in New Merchandiser  
Manual FREE upon request

OVER 50 YEARS OF PROGRESS

## Ford Promotes Falcon In Unusual TV Cast

**F**ORD Motor Co. employed an unprecedented journalistic technique—a nationwide news conference via two-way closed-circuit television—in introducing its new economy car, the Falcon, Sept. 2.

Henry Ford II, company president, invited some 2,000 press, radio and TV representatives to attend simultaneous telecasts in 21 cities across the country to view the new car, receive background information on why Ford is entering the economy-car field, and discuss the impact which the Falcon and its competitors may have on the U. S. economy.

The use of a two-way audio-visual system enabled newsmen to ask direct questions of Ford officials assembled in Dearborn, Mich. It marked the first such use of closed-circuit television, and in terms of number of participants was possibly the largest news conference ever held.

The telecast originated from Ford's Central Office Building. It included remarks by Ford and Ernest R. Breech, chairman of the board, a background presentation on development of the Falcon, and pictures of the car in both black and white and color. Newsmen in the various cities on the circuit were then invited to ask questions about the new car.

The program was produced by TNT—Theatre Network Television, Inc. In addition to being the first news conference of its kind, TNT officials said, it marked the first use of both video tape and live television in a single closed-circuit business telecast.

The two-hour telecast was seen in Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Kansas City, Los Angeles, Miami, Minneapolis, New Orleans, New York, Pittsburgh, St. Louis, San Francisco, Seattle and Washington, D. C.

## Pittsburgh Glass Ups Berghoff

Guy J. Berghoff has been appointed vice president in charge of Pittsburgh Plate Glass Co.'s paint division, succeeding the late C. Robert Fay. Berghoff joined the company's glass advertising department in 1934. In 1954 he was appointed assistant to the vice president of the merchandising division and for the past three years has been general manager of paint sales for that division.

## METRIC TOOLS BY PROTO

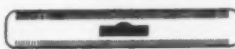
Get your share of the mushrooming foreign car service business. You'll need Metric tools for 75% of the foreign cars on the road today. You'll find a complete line of Metrics at your Proto Jobbers.



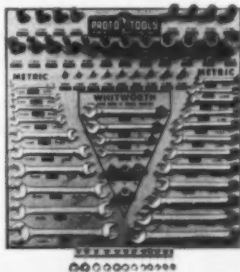
**SET NO. 5200ABM.** Complete Metric Socket Set and Attachments. Twelve  $\frac{3}{8}$ " Sq. Drive, 12-point Metric sockets, with 8 mm through 19 mm openings; plus 5026HP special patented spark plug-holding Socket with rubber insert; reversible Ratchet; two Extensions; Hinge Handle; U-Joint; Speeder; rugged Steel Box finished in red. High quality alloy steel and workmanship. Every tool guaranteed.



**SET NO. 5200M.** Twelve sizes  $\frac{3}{8}$ " sq. drive, 12-point, Metric sockets in red-lacquered tray; stay separate from look-alike Standard sockets in tool chest. Socket openings range from 8 mm through 19 mm. Special analysis alloy steel, quality chrome plate. Sizes on side of tray. Spill-proof locking band. All Proto guaranteed.



**FREE**—Mechanic's Millimeter Pocket Rule packed with each set. Measures both millimeters and inches.



Proto's full line of Metric tools—Whitworth, too—is displayed on **PANEL NO. 59** at your Proto Jobber—Sockets from 4 mm to 32 mm, Open End wrenches from 6 mm to 26 mm, Combination wrenches from 10 mm to 22 mm, plus the necessary Whitworth-size tools used on S. U. Carburetors and earlier British imports.

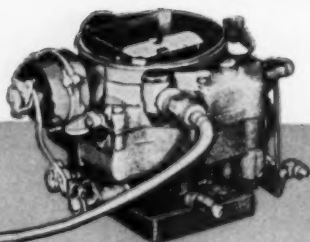


**PROTO TOOLS**  
PROFESSIONAL QUALITY TOOLS

2207 Santa Fe Avenue, Los Angeles 54, Calif.  
507 Allen Street, Jamestown, N. Y.  
1707 Oxford East, London, Ontario, Canada



## Transfusion for "sick" carburetors



**Tune-up with GUMOUT.** No tune-up is complete without cleaning the carburetor. GUMOUT and the GUMOUTER Kit will do the job in just 20 minutes.

**Best tune-ups in town.** That's what you give when you use GUMOUT as a regular part of your service. GUMOUT cleans out gum and varnish . . . restores engine pep . . . increases gas mileage.



**GUMOUTER SERVICE KIT**  
only **\$3.45**  
with Lifetime  
Guarantee

Call your jobber or write

**GUMOUT DIVISION** Pennsylvania Refining Company  
2688 Lisbon Road, Cleveland 4, Ohio

## The New K. O. Lee Valve Guide Reaming Sets

Designed to service late model engines which have valve guides cast as part of the cylinder head. In this new type head, it is the valve which has to be replaced. This is accomplished by reaming out the valve guide for oversize stem valves. Most of the engine and valve manufacturers now offer at least three sizes of oversize valves.

The Lee Reamer Guide provides a true alignment with original guide bore using Lee Self-expanding pilots. The reamer is held rigid with reaming bushing during reaming operation. Simple to operate and extremely accurate.

Special sets available to service Ford, Mercury, Lincoln, Chevrolet, Plymouth, Dodge, DeSoto, Chrysler.

R55 Repeater Power Drive adapts to these valve guide reaming sets.

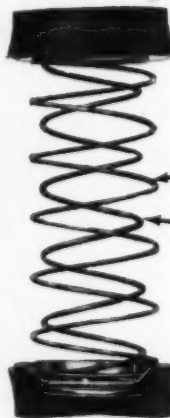
Clip ad to your letterhead and send for Literature.

**K. O. Lee Company, Aberdeen, S. D.**

# NOW!

## new DOUBLE ACTION EXPANDER

. . . that will not stick!  
Fits any Conventional Cup



Outside Spring of  
Light Tension for  
Easy Expander Action

Heavier Center  
Spring Returns Cup  
to Release Position

This **NEW**  
**DOUBLE ACTION EXPANDER**  
gives the desired combination of  
pressure for light expander action  
. . . and heavier pressure to insure  
cup return.

Available in 5 sizes with or  
without cups

LIST PRICE  
**35¢**  
PER CYLINDER

# ABCO

**Automotive Brake Components, Inc.**  
1000 Sappington Rd. St. Louis 22, Mo.

*For Top Values in  
Top Automotive Lines*



*See Our Representative*

**HIRSIG - BRANTLEY CO.**

AMERICAN NATIONAL BANK BLDG.  
JACKSONVILLE 7, FLORIDA

## Jobber News

(Continued from page 81)

### ASIA Schedules Seminars On Management for 1960

**P**ROGRAMS of top and sales management seminars, planned for wholesalers by the Automotive Service Industry Association, are scheduled to be conducted at lead-

ing universities in the eastern, midwestern and western parts of the country in 1960.

The University of Illinois, through its Bureau of Business Management, will conduct a special ASIA Top Management Institute May 8-13, the course keyed directly to executive development of the wholesaler owner or manager. In addition, the association plans two special sales management courses next year. Dates and places will be announced later by officials of the association.

### Tulsa Oklahomans Form Booster Club No. 52

**A** GROUP of 29 Tulsa Oklahomans last month was granted Automotive Booster Club Charter No. 52, bringing to 48 the number of such clubs in the United States and Canada and the second in Oklahoma.

Officers of the new club are: Jim Permenter of Jim Permenter Co., president; R. W. Gilchrist of Hirsig-Frazier Co., first vice president; George Yelverton of Fram Corp., second vice president; Dean F. Kruse of Behr-Manning Co., secretary, and Harry Pritchett of Carborundum Co., treasurer.

### Wix at Gastonia, N. C. Hires 264 in 90 Days

**A**DDITION of 264 new workers in 90 days by Wix Corp., Gastonia, N. C., boosted the company's total employment to 916 and pushed its payroll to over \$40,000 a week.

President Leon G. Alexander said expanding production needs accounted for most of the new jobs. The employment level is expected to remain at the new high, he said, adding, "Our need for these new people doesn't look temporary at all. The growth is solid."

Valvoline oil and greases have been added to the lines of Franklands, Inc., Jackson, Tenn., according to W. L. Frankland, vice president.

\*\*\*

Carter carburetors and kits and Monroe Load-Levelers have been added by Motor Units, Inc., Sarasota, Fla., General Manager John Engels announced.

•

This is the new home of the Speed Clip Mfg. Division of Plumbium Mfg. Corp., manufacturer of wheel balance weights, located at 905 Broad St., Bristol, Tenn.



### YOU BUY...

a Bonus-Pak assortment of the fastest moving sizes of Ideal Hy-Gear Hose Clamps. No catch, no clinkers—just what you need for brisk seasonal sales!

### YOU GET FREE...

10 of the most popular size radiator hose clamps. You pay for 100—get 10 more free! A clear, cash-in-the-pocket extra profit of \$3.50.

Contact your Jobber NOW—This offer is for a limited time only!



A special membership drive conducted by the Hillsboro County (Fla.) Cattlemen's Association was won by Bob Deriso of The Tampa Auto Parts, Inc., of Tampa, and his wife Evelyn. The prize was an all-day, deep-sea fishing trip on the "Miss Atlantic" out of Pass-A-Grille near Clearwater Beach, Fla., plus a bonus (which Deriso won also) to the man who sold the most memberships of being named "King" for the day, with his wife being named "Queen." The Derisos are pictured here with the day's haul.

## AWTAE and ASIA Set Up Liaison

A LIAISON committee between the Automotive Wholesalers Trade Association Executives and the Automotive Service Industry Association has been formed for the purpose of establishing areas of mutual interest and support between the national association and executives of the state groups.

The announcement concerning the committee, made jointly by Jules L. Lamothe, AWTAE president and executive secretary of Automotive Wholesalers Association of Louisiana, and Victor L. Toft, president of ASIA and vice president of Sidles Co., Omaha, Neb., followed the recent annual meeting of AWTAE in Oklahoma City.

Representing AWTAE on the committee are G. C. Morris, chairman, executive director of Automotive Wholesalers of Texas; Maury J. Mayer, executive secretary of Michigan Automotive

Wholesalers Association, and A. Glenn Gaffney, executive secretary, East Bay Automotive Jobbers' Association.

ASIA representatives are J. A. Bryant, second vice president of ASIA and president of Motor and Electric Supply Co., Inc., Bowling Green, Ky.; John Reynolds of Straus-Frank Co., San Antonio, Texas, and Henry Trauscht, Evanston Auto Co., Evanston, Ill.

Areas of liaison between the association include: cooperation at local and state levels in matters of

industry problems; uncovering evidence of coercive practices detrimental to wholesalers and bringing it to the attention of proper authorities; assistance in attempts to secure "divorcement" legislation; use of ASIA's Washington legal counsel for advice and assistance to state groups; representation of state associations at national level, with the president of AWTAE serving as an ex-officio member of ASIA's board of directors, and assistance in the formation of new state associations.

## ACME RUBBER VALVES

**APPLIED**  
**\*COLD OR HOT!**

**\*USE ANY STANDARD GOOD QUALITY RUBBER SOLVENT.**  
**No special brand is required.**

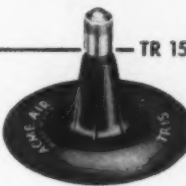
**COMPLETE LINE...**

including the NEW TR-13 for the 14" tube.

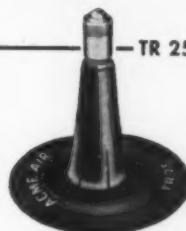
**NEW!** — TR 13 —



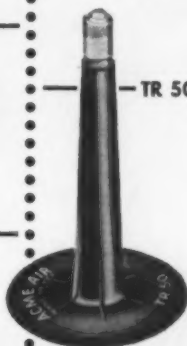
— TR 15 —



— TR 25 —



— TR 50 —



— 206 —



**TRACTOR VALVE**

Short Stem Length 1-27/32".

Equipped with No. 208 Removable Core Housing and Valve Core and Valve Cap.

**ALSO AVAILABLE:**

- ★ Complete Line of Rubber Covered Tubeless Tire Snap-in Valves.
- ★ Straight Clamp-in type.
- ★ Truck Tubeless Tire Valves.
- ★ Brass Convertible Repair Valves.

Write today for our complete catalog

**ACME**  
*for Accuracy*  
SINCE 1915

**ACME AIR APPLIANCE CO., INC.**  
**205 NEWMAN STREET • HACKENSACK, N. J.**

Perfection



**ECHLIN**

*Ignition*



THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN. • U.S.A.

ECHLIN IGNITION OF CANADA LTD. • 56 CONNIE ST. • TORONTO 15, CANADA

## ASIA Meetings Are Set For Georgia, Missouri

Two of a series of cross-country meetings to acquaint manufacturers, rebuilders and warehouse distributors with the expanded services of the Automotive Service Industry Association are scheduled for Atlanta, Ga., on Oct. 20 at the Biltmore Hotel and for Kansas City, Mo., Nov. 6, at the Hotel Muehlebach.

B. W. Ruark, executive secretary of the association's manufacturer, rebuilder and warehouse divisions, said the underlying purposes of the meetings were to exchange information on management know-how, to set forth ASIA's method of divisional operation and to spotlight industry matters of over-all importance. Most importantly, he said, they would find out how members feel the association can best carry on the dozen or more proposed new services to which manufacturers, warehouse distributors and rebuilders have given top priority.

The afternoon sessions of the all-day meetings, he said, will be devoted to discussions by sales executives on how ASIA can best provide sales training for salesmen of its manufacturer, rebuilder and warehouse distributor members.

Regarding top priority services, Ruark said the association recently issued a questionnaire requesting members of the divisions to select three of the 44 suggested services. The results revealed the following programs rating top preference:

Business methods research; credit reporting service; equipment and materials for sales and wanted bulletins; market research studies; new products and product research bulletins; operation cost studies (broken down into vertical groups); sales executives councils for manufacturer division; sales trends bulletins; salesman performance studies; seminars for manufacturer division salesmen; standardized policies (obsolescence, freight, etc.) and uniform numbering systems and cataloging.

Ruark said invitations will be extended to non-member manufacturers, warehouse distributors and rebuilders as well as to member firms.

## Sumter, S. C., Firm to Move

Hapco, Inc., Sumter, S. C., will move into new quarters around Nov. 1, according to manager Aubrey Hatfield.

## Stinson, President of B-37, Dies in Oklahoma City

M. H. "Dick" Stinson, 58, president of Automotive Booster Club Sooner No. 37 in Oklahoma City, died recently after an illness of two weeks.

He had been hospitalized with spinal meningitis, but the direct cause of death was cerebral hemorrhage, according to associates in Oklahoma City.

Stinson was employed as sales representative by Battle and Davis

Sales Co. of Dallas and traveled Oklahoma and portions of Arkansas, Tennessee and Texas. He is survived by the widow, a son, Dick, Jr., employed by Federal-Mogul in Birmingham, Ala., and a brother, John, who is a past president of B-37.

## West Virginian Adds Warehouse

Counts Automotive Supply Co., Princeton, W. Va., has opened a branch warehouse at 116 Scott St. Albert W. Trail is manager.

# FREE

with your purchase of  
a Pullman Vacmobile  
for your station!

## ...83 PIECE BADGE-O-RAMA

### MERCHANDISING KIT

Means twice as many  
TBA sales!



## FREE \$12 BADGE-O-RAMA KIT

We all know that a good station attendant should suggest extra items to every customer. But in the rush of business there just isn't time... or the man forgets. Now Pullman makes these extra-item sales automatic by providing your men with visual reminders to help them sell without saying a word. All they do is pin the attractive "badge-of-the-week" to their shirts... and customers' attention is automatically called to items they need... and your TBA profits go up... up... up!

©1959 Pullman Vacuum Cleaner Corp.  
25 Buick St., Boston, Mass.

**INCLUDES:**

- Plastic Badges for your men
- 78 Piece Badge insert set printed with psychologically tested messages.
- Wall-hang case to keep kit where service men will use it.

You can own a famous

## Pullman Vacmobile

for only 40c a day!

... pay only \$12 down,  
\$12 a month.

**Including:**

- Badge-O-Rama Kit
- Free Vacuuming Sign
- Free Hangtags
- Complete accessory kit including Accordion Hose, Grease Tool, Upholstery Tool and exclusive Never-Clog Filter.



## Pullman VACMOBILE

**WHEN THEY EYE IT...  
THEY BUY IT!**

**SEND FOR FREE SAMPLE  
BADGE NOW!**

**PULLMAN  
Vacuum Cleaner Corp.**  
Dept. SAJ-9  
25 Buick St., Boston, Mass.

**RUSH ME MY FREE  
SAMPLE BADGE  
and full details on Pullman's**

**-----> BADGE-O-RAMA**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

STATION NAME \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Car Parts Depot and Beard & Stone Are Affected in Texas Revamping

**E**XPANSION of one of the Southwest's big automotive distributing firms and adoption of a new sales policy for its principal subsidiary were announced at the end of July.

Twelve stores of Car Parts Depot, Inc., with headquarters in El Paso, have been merged with Gulf

and Western Corp., which owns Beard and Stone Electric Co. Announcement of the merger was made by John H. Duncan, Gulf and Western executive vice president, of Houston.

Car Parts Depot, Inc., operates in far West Texas and New Mexico. Beard and Stone Electric, with a

total of 12 outlets, also operates in West Texas, but most of its activities are centered in Central and Southeastern Texas.

Simultaneously it was announced that the eight jobbing stores of Beard and Stone will be incorporated as a totally separate corporation to be known as Gulf Automotive Supply, Inc., selling to dealers, fleets and service stations. In the four warehouse distributing centers of Beard and Stone, effort will be concentrated on service to distributors and independent jobbers.

Gulf and Western also owns the J. A. Walsh Co., South Texas distributor for RCA-Victor radio and television and RCA - Whirlpool products.

The announcement by Vice President Duncan said in part:

### Details of the Deal

"Negotiations with Mr. Basil Ryan, president of Car Parts Depot, Inc., and other principal stockholders were successful and the firm is to be acquired on an all-stock exchange basis between the two firms. Car Parts Depot, Inc., with headquarters in El Paso, Texas, operates 12 warehouse stores located in the western part of Texas and New Mexico. The annual sales volume of this firm last year was approximately \$3,500,000."

Duncan said that this move was made to further develop and expand Gulf and Western as a distributing company in the Southwest.

Other principal officers of Gulf and Western are Charles G. Bluhdorn, chairman of the board, New York, and C. A. Woodhouse, president, Grand Rapids, Mich.

The Beard and Stone policy announcement stated simply:

"We wish to announce that, effective August 1, 1959, the eight jobbing stores of Beard and Stone Electric Co., Inc. will be incorporated as a totally separate corporation to be known as Gulf Automotive Supply, Inc. This new corporation will own and operate the following eight stores:

"Lester Battery and Electric Co., Houston, Jake Schaefer, manager; Turner Electric and Magneto Co., Beaumont, J. F. Stone, manager; Mott Auto Electric Co., Orange, J. R. Willis, manager; Auto Electric Services, Galveston, Richard Lane, manager; The 5 5 5 Co., Lubbock, Lester Spann, manager; Gulf Automotive Supply (formerly Beard and Stone Electric Co.), Waco, Joe

## What's A Nurse Got To Do With Auto-Body Metal Menders?

... that's a good question, Mister. If you're using menders with liquid hardeners, they're throwing off fumes and odors and causing itching that are affecting your workers' health and efficiency. The trouble lies with the liquid hardener—so by switching to Black Magic with its exclusive test-proven non-toxic cream hardener, you guard against those irritants ... and in my book, that's just like getting health insurance without paying a penny for it.



ALL THE ABOVE FEATURES plus

# NO

Fumes  
Odor  
Itch

Why Slow-up  
Your Men



NO LIQUID HARDENING METAL MENDER CAN MAKE THAT CLAIM

FREE 1/4 lb. SAMPLE! To get it, you must include your jobber's name and address with your request. Send for it today.

## SWISS LABORATORY, CLEVELAND 14, OHIO

AMERICA'S LARGEST INDEPENDENT MANUFACTURER OF BODY AND WIRE SOLDER

NEW SOUTHERN REPRESENTATIVES  
SEITZER-HUMPHREYS CO.,

Bill Seitzer Allen Humphreys  
P. O. Box 12281, Atlanta Tel: CE 7-7909

SOUTHWESTERN REPRESENTATIVES

Ralph L. Jeffress Co.  
2023 Lucas Drive, Dallas Tel: LA 6-8567

Loy, manager; Motor Supply Co., Dallas, E. L. Burrows, manager; Gates Auto Parts Co., Dallas, Abe Gates, manager (investment only).

"Gulf Automotive Supply, Inc., headquarters is located at 2019 Pease in Houston and will receive its mail at P. O. Box 1402, Houston 1, Texas. Jack Inglis is appointed president and Wallace W. Brown executive vice president.

"Other than the above reorganization, the Beard and Stone Electric Co., Inc., will be unchanged and will continue to operate the following warehouse distributing centers:

"Beard and Stone Electric Co., Amarillo, George McKee, manager; Beard and Stone Electric Co., Houston, Harry Lyman, manager; Beard and Stone Electric Co., Dallas, W. H. Thomas, manager; Generator Service Co., Fort Worth, J. M. Appleman, manager.

"The officers of Beard and Stone will be as follows: E. Clyde Beard, chairman of the board; Sam Suravitz, president; John H. Duncan, vice president; Henry B. Desenberg, vice president; W. H. Thomas, vice president and general manager of Dallas branch; Harry B. Lyman, vice president and general manager of Houston branch.

"The directors of Beard and Stone believe that these two separate corporations will be able to better serve the ever-growing automotive parts market with each corporation performing a separate function. The Gulf Automotive Supply stores will sell dealers, fleets, service stations, etc., and the Beard and Stone Electric Co. will devote its efforts to serving service distributors and independent jobbers."

### Walden Changes Name Of Charlotte Firm

THE Walden Co., Inc. of Charlotte, N. C., is now covering the same territory formerly covered by Stroud and Walden Co., according to Carl E. Walden, whose former partner, Dick Stroud, died several months ago.

New salesmen who will assist Walden are Julian Trivett of Bristol, Tenn., George E. Neale of Richmond, Va., and J. Edward "Jim" Taylor, who will work out of the Charlotte office.

Al Lowell is new city salesman for Ferguson Auto Supply Co., Lubbock, Texas, President Fred D. Pinkston announced.

### MEMA Brochure Offers Manufacturers' Listing

LISTING product classifications of over 500 prominent manufacturers, a brochure, published by Motor and Equipment Manufacturers Association, also contains the names of over a hundred new members.

Relating in detail the key role of the association in the automotive aftermarket, the folder carries also the story of the group's co-sponsorship of the International

Automotive Service Industries Shows along with other features of MEMA's origin, officers, directors, policies and purposes.

It may be obtained free from MEMA headquarters at 250 West 57th St., New York 19, N. Y.

Kentucky Ignition Co., Lexington, recently became state distributor for Algas and Century LP-gas carburetion equipment, Eaton pressure caps, Fel-Pro gaskets, Fairbanks-Morse centrifugal clutches and Doan motor mounts.



**IT TAKES  
BOTH  
TO DO THE  
BEST  
AUTOMOTIVE  
SANDING  
AND FINISHING**

**"DA"  
DUAL  
ACTION**

Unexcelled for sanding prime coats, surfacer, or putty; for scuffing old finishes to remove oxidized paint or gloss. Because of its unusual action, abrasive paper cleans itself. Jobs which required wet sanding can be done dry. To appreciate the "DA" you must use it. We offer a special abrasive kit, with a "loan" sander. Try the Model "DA" air driven sander in your own shop. Write for complete information, today.



**"MITY-MIDGET"**

Most popular air-driven sanding machine on the market today... excellent feather-edger. "Mity-Midget" is an orbital action block sander... made by the originators of orbital action. Its speeds can be varied from 4000 to 6000 rpm depending on the finish desired and abrasive used. Weighs only 4 pounds, yet has 25 square inches of abrasive area. Write for new literature, today.

**NATIONAL-DETROIT, INC  
ROCKFORD, ILLINOIS**

## 97½% Report Sales Higher for 1959; Factory Premiums and Give-Aways Hit

**S**ALES volume over last year's performance is rocking right along this year for the vast majority of Southern and Southwestern wholesalers.

Answers to a survey mailed to 350 last month showed sales up for 97½% and down for only 2½%. None listed the same vol-

ume as for the comparable seven months of 1958. Reports in similar surveys earlier this year have been extremely bright, but not as high a percentage showed sales gains.

As was true in the survey a month earlier of a different set of jobbers, around half of the respondents listed an upturn in sales

of 20% or higher, with a few ranging around 40%.

Premiums, bonuses and giveaways with merchandise were blasted by some jobbers.

Complained a small-town Texan whose sales were up 20%:

"Our biggest current problem is bonus gifts and premiums with merchandise. No more, please."

And a small-town Kentuckian felt the same way. His sales were up 30%, but he complained of "all factory programs on give-aways, prizes and trips."

A small-town Georgian expressed the belief "the greatest threat to the automotive industry today is the influx of small wholesale-retail outlets at every crossroads. These outlets are essentially dis-



# MOTOR MEDIC

## STOPS OIL BURNING



# MOTOR MEDIC

## STOPS OIL BURNING

# MOTOR MEDIC

## STOPS OIL BURNING

# MOTOR MEDIC

## STOPS OIL BURNING




**MOTOR-MEDIC**

Motor-Medic is the new miracle polymer . . . not to be confused with tune-up solvents, break-in oils, extreme pressure lubricants and detergents.

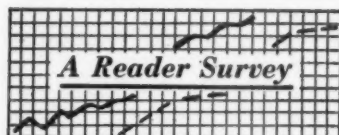
**Increases power, saves gas by eliminating "blow-by." Increases compression, through better ring seal, giving lasting oil film strength, reducing friction and wear.**



**\$1.95**  
LIST PRICE

A PRODUCT OF RADIATOR SPECIALTY COMPANY, CHARLOTTE, N. C.

Nationally advertised in Popular Science, Outdoor Life, Progressive Farmer and other farm publications, and local newspaper ads from coast to coast.



count houses in that everyone is considered a fleet." (See article on "distribution" beginning on page 76.)

His sales were 1% over the same seven months of 1958.

Continued blue skies for business this year were predicted by a number of wholesalers.

A Kentuckian with higher sales commented:

"Prospects look good for the next few months, barring shortage due to the steel strike."

A North Alabamian whose sales were up 20% said, "The market's growing, and if you render service and stock the goods, the business is there to be had."

A Tampa, Fla., jobber whose volume was up 26.4% asserted, "Business is better in general in this area."

A Memphis, Tenn., firm was ahead by 40% in sales but an official admitted, "We don't expect this large a percentage for the year."

A Miami, Fla., executive said his sales were up 9% and attributed the increase to "better-trained salesmen and our inventory is in better shape."

Reports especially from the Carolinas were brighter than usual, except one metropolitan jobber who listed a decrease of 5.7%.

A Tennessean with a 25% increase complained that "the biggest problem is price cutting on spark plugs, filters and equipment," echoing gripes which have

sprinkled through these monthly surveys in the past.

One North Carolinian's business was up 10%, but a problem with his company, he said, "is credit. About half of our accounts want long-term credit."

From Texas, through the Panhandle into Oklahoma and on through Kansas and Missouri the reports often showed upturns of 20% or more and expressions of continued improved business.

### Sidney Butz Firm Returns To Charlotte, N. C.

SIDNEY Butz & Associates, Inc., manufacturers' representative, has moved its office from 238 East Davis Blvd., Tampa, Fla., to 416 Providence Road, Charlotte 7, N. C.

Two associate members recently added by the firm are Lawrence Burton and William M. "Bill" Carlton, Jr. Burton, whose home address is 512 Wakefield Dr., Charlotte, will cover South Carolina in a territory formerly handled by his uncle, Nelson Jones. Carlton's territory includes Georgia and Florida, where he will alternate on calls with George Corrigan. He will headquarter at St. Simons Island, Ga.

### Virginian Is Named Head Of SAE Fraternity

HOWARD P. Falls, president of Park Accessory Supply, Inc., Richmond Va., has been elected national president of Sigma Alpha Epsilon fraternity, which has 142 chapters throughout the United States.

He is a past president of Central Virginia Automotive Wholesalers Association. He had served on SAE's supreme council for the last eight years. His company was founded in 1944.

### Tarheel Company Opens Fuquay-Varina Store

BARNES Motor & Parts Co. of Wilson, N. C., has opened a branch in Fuquay-Varina, General Manager R. E. Kirkland, Jr., announced.

The firm is also constructing a new building to house its Greenville branch, Kirkland said.

W. G. Crawford is now with the outside sales force of The Auto-Equip. Co. of Rocky Mount, N. C., according to J. D. Winstead, owner.

### Milwaukee Tool Picks Cumley

Milwaukee Electric Tool Corp., Milwaukee, Wis., has appointed Jim Cumley as district representative for Louisiana and Southeast Texas. Cumley, who is a graduate of Texas A&M, will make his headquarters in Houston at 5754 Flamingo Drive.

### Holley Picks Schmeling

Appointment of Don Schmeling as replacement sales manager of

Holley Carburetor Co. has been announced by John Nyland, general automotive sales manager. Schmeling was formerly with Carter Carburetor Co., St. Louis, in the same capacity.

### Crump Opens New Facilities

The Automotive Supply Division of B. T. Crump Co., Richmond, Va., has opened new facilities at 1919 Westmoreland Ave., which runs north from the 4500 block of West Broad.

## JEEPERS CREEPERS

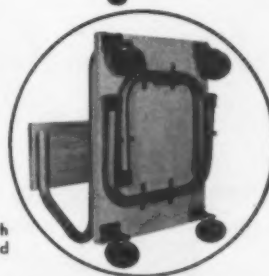
SCORES TWO NEW HITS!

### JEEPERS HI-LO MODEL R

The seat with a hundred uses. With legs folded, it's just right for all kinds of low work. Rolls easily on four big 3" Ralco Rollers. Big 14" x 18" lower shelf for tools, test equipment, parts, etc. With legs extended, seat is 6" higher, steady as a rock, and can be used as a 2-step ladder.



HI-LO with legs extended



HI-LO with legs folded



### JEEPERS LO-BOY MODEL W

The same handy seat without the legs. Perfect for brake service, wheel balancing, tire service, body work.

ASK YOUR JOBBER

JEEPERS CREEPERS BY



Lisle Corporation  
Clarinda, Iowa

By the Manufacturers of  
Lisle Automotive Tools,  
Hydraulic Brake Parts,  
Brake Cable Assemblies,  
and Original Equipment  
Components for the Aircraft  
and Automotive Industries



New officers of the Houston (Texas) Automotive Wholesalers Association pictured here are (l. to r.): A. L. Warrenburg, vice president; A. G. Ochterbeck, president; and Tom Taylor, secretary-treasurer. Mrs. Ineeta DeHay is the full-time secretary of the association and has developed what association members termed an excellent credit reference program.

#### Wilkening Appoints McGinley

Edward C. McGinley has been appointed sales manager of the automotive replacement division of Wilkening Mfg. Co., Philadelphia, according to General Sales Manager John O. Lutz. For the past 14 years McGinley had been with Thermoid Co., Trenton, N. J., where most recently he was regional manager.

#### Merit Mufflers Picks Bailey

Richard F. "Bill" Bailey has been named territory manager for Merit Mufflers in Arkansas, Missouri, Kansas and Oklahoma, according to Sales Manager Larry Cambridge. A native of Fort Smith, Ark., Bailey previously covered Arkansas and eastern Oklahoma as a field engineer for Fram filters.

#### Columbia Firm Trains Smoak

Donald Smoak is undergoing a three-months training period on the counter at Jenkins Automotive Parts Service, Inc., Columbia, S. C., E. A. Jenkins, Jr., president and general manager, announced. Subsequently Smoak will spend a month in the machine shop in preparation for a full-time outside salesman's position.

#### Arkansas Firm Opens Branch

Auto Parts Co. of Stuttgart, Ark., has opened a branch operation at 115 E. Haywood St., England, Ark., Manager Bud Bush announced. Travis Simmons is manager of the new store.

#### Texan Sells Sales Company

Navasota Sales Co. of Navasota, Texas, has been sold to Wood Tire & Supply, according to former owner R. R. Hertenberger, who now operates a machine shop—Navasota Machine & Sales.

## PACCO Puts you in the CARBURETOR

# Tune Up

### BUSINESS

for only **\$60**  
DEALERS  
COST.....



This PACCO 29-KIT CARBURETOR TUNE-UP assortment covers 90 different models from '39 to '58. Simplified instructions and gauges are included. No costly bulk stock inventory. No special tools needed. PACCO CARBURETOR TUNE-UP KITS contain all the parts needed and *only* the parts needed. All you need is a wrench and screwdriver to do the easiest, most profitable tune-up possible.

For Extra Tune-up Profits, Install a Flow-trol-r.

PRECISION AUTOMOTIVE COMPONENTS CO., Manchester, Mo.





Standing in front of a single shipment of AC oil filters headed for Straus-Frank warehouses in Texas are 74 representatives of Straus-Frank Co. who were in Flint, Mich., recently for a tour of AC's manufacturing facilities. Straus-Frank is one of the largest warehouse distributors in the country, with its home office in San Antonio, and branch-office warehouses in 15 other Texas cities. This year AC oil filters and air cleaners were added to fuel pumps and other AC automotive accessories distributed by Straus-Frank.

## Boosters International Set February Dates

MEETINGS of Automotive Booster Clubs International are scheduled for Feb. 7, 8 and 10 in New York, with the Park Sheraton Hotel designated as headquarters for the IASI Show.

A meeting of the executive council will be held Sunday, Feb. 7, with the general meeting of all Boosters set for Monday, Feb. 8. Election of officers will take place at the general meeting, as will presentation of special awards, such as "Mr. Booster-of-the-Year" award and trophies for increase in membership.

The all-industry International Booster banquet will take place Feb. 10 in the ballroom of the Astor Hotel. As in recent years, banquet tickets will be handled from the Chicago office at 737 W. Sheridan Road, Chicago 13, Ill.

## Barefoot Opens at Winston

C. W. Barefoot of Winston-Salem, N. C., has established Barefoot Auto Parts Co. at 1010 Northwest Boulevard. Prior to going in business for himself, Barefoot was associated with Brown Supply, Inc., in Winston-Salem for 19 years.

Greenville Motor Parts of Monroe, N. C., has added Portable Electric Tools to its lines.

## A REVEALING INTERVIEW with OZZIE ANDERSON

Night Manager, State Road Auto Service, Cuyahoga Falls, Ohio

This is a dirty job, sir, but I'll get my hands clean in 30 seconds...



This dispenser for Go-Jo heavy-duty Creme Hand Cleaner means no more cracked and dirty "mechanics' hands" for me. By the way, we sell it in a 14 ounce can.



We sell now Go-Jo Loshon Skin Cleaner, too. Our customers keep a can at home and in their cars for quick, easy, "on-the-spot" cleaning... with or without water.

Go-Jo Loshon Skin Cleaner looks and feels like costly hand lotion, yet cleans tile, woodwork and other home items too.



FOR YOU...AND YOUR CUSTOMERS GET THE BEST. GET...



BOTH WITH LANOLIN AND GT-7\*  
\* A powerful antiseptic.

**Go-Jo CREME HAND CLEANER**  
**LOSHON SKIN CLEANER**  
**GOJER, INC. Box 991 Akron 9, Ohio**

Represented By:

- N. A. WILLIAMS CO. Inc, 3133 Maple Drive N.E., Atlanta, Georgia
- LEE HUGHES, 1200 Park Hills Court, Louisville, Kentucky
- J. W. LOVELADY, 1312 W. T. Waggoner Bldg., Ft. Worth 2, Texas
- E. J. ROELANDT & ASSOC., 5941 Baum Blvd., Pittsburgh, Penna.

## Topflight Industry Speakers and Talk On Safety Inspection Set by Florida

**T**OPFLIGHT industry speakers and a broad schedule of entertainment for the ladies are among features of the program for the annual convention of the Florida Automotive Wholesalers Association at the Soreno Hotel in St. Petersburg Nov. 12-14.

H. V. "Bo" Bodine, the new ex-

ecutive secretary and a one-time veteran Cincinnati jobber, announced that the speakers would include:

Charles H. "Chuck" Davis, his predecessor at FAWA and the first manager of NAPA who is now executive editor of *Jobber Product News*. He will address the Satur-

day noon industry luncheon, which will be followed by the manufacturer-jobber table conference.

Executive Secretary Gretchen E. Rider of Automotive Booster Clubs International, Chicago, who will address the Friday noon joint industry luncheon, over which Ed Moon, president of B-36, will preside.

"Why Florida Should Have Compulsory Vehicle Inspection" will be the subject of an address by O. W. Campbell, manager of Dade County, or Tom Kelly, sheriff of Dade County.

Gomer F. Davis, sales manager of General Electric's Lamp Department, Cleveland, Ohio, will speak on "A Manufacturer Looks at Redistribution."

Seminars will be held Friday at 8 p.m. They have been highlights of previous conventions.

J. R. Stradley, Jr., of Titusville, president, will preside over most sessions, including the closed meeting for wholesalers Friday morning. Manufacturers are being invited to hold their own session at this time.

The Friday afternoon meeting will include a "Labor Management" talk by J. Walter Fisher, Atlanta labor attorney.

Thursday, Nov. 12, will be fun day, including golf tournaments and extensive cruises in the bay areas.

Ladies will be transported Friday morning to the Tides Bath Club for a special luncheon and an address by Miss Cathy Bauby of Memphis on "Charm Tips for Ladies."

The Boosters' usual hospitality hour Saturday night will be followed by the annual banquet, which packed the hotel banquet hall at Hollywood Beach last year. William C. "Bill" Herbert, editor of

### HERE'S THE BEST REPAIR

for tubeless tires and tubes...



New ACE CHEMBOND Cold Chemical Patches combine all the desired features for the ultimate in fine repair work. Available in two round and two oval sizes. When applied with ACE Chembond Cement, they make lifelong repairs, ready for immediate use.

WRITE FOR ILLUSTRATED DETAILS

the complete line of  
tire and tube repair materials

**ACE RUBBER COMPANY**  
P. O. BOX 6147 / DALLAS 22, TEXAS



**National**  
WHEEL COVERS  
See Your Jobber—Write for Catalog

The Complete Line from the NAMSCO World of Experience and Modern, Automatic Manufacturing Methods

Over 100 models in sizes for 13", 14", 15" and 16" wheels...triple chrome plated...interchangeable with original equipment...exclusive attachment springs.

**NAMSCO, Inc.** BELLWOOD ILLINOIS (Chicago Suburbs)

NAMSCO also manufactures HUB CAPS for POPULAR CARS and for INDUSTRIAL USE



Top: Editor "Chuck" Davis  
Bottom: Executive Secretary Rider

SOUTHERN AUTOMOTIVE JOURNAL, will emcee the banquet, which will be followed by a floor show being arranged by the convention committee in St. Petersburg.

Whit Ives has been named sales manager of Electric Service Systems, Minneapolis, Minn., a major producer of battery charging equipment with branch warehouses in Dallas, Texas, Nashville, Tenn., Greensboro, N. C., and Jackson, Miss. For the past three years Ives has been president and general manager of his own manufacturing and wholesale company in Fort Lauderdale, Fla. Previously he was regional sales manager of Napco Industries and sales manager of Jordan Electric Products, Minneapolis.



Clarence N. Walker, humorist of Atlanta, will be the banquet speaker.

Several other speakers, including participants in a panel discussion, are expected to appear.

Attendance, which reached 625 last year, may run as high as 800 this time, with many factory executives and their representatives, plus their ladies.

A. H. "Al" Hines of Hollywood is vice president of FAWA and John Engels of Sarasota is secretary-treasurer.

## Southwest Show Opens Offices in Dallas

OFFICES of the Southwest Automotive Show were opened last month at 2023 Lucas Drive, Dallas 19, Texas, by Manager A. L. "Artie" Barnett.

Presently, Barnett and one secretary, Mrs. Ethel Roberts, are handling details for the 15th show, scheduled for next March 24-27 at Dallas.

Thousands in the industry are expected to see the show.

**THIS IS THE KEY  
that opens the door  
to**



## TUNE-UP SERVICE and PROFITS!

Here are the new TUNGSTEN Add-A-Section Assortments—designed with doors that lock and protect your investment in TUNGSTEN Ignition Parts! Each assortment is customized to fit any service operation. You start with the basic assortment (Illustr.) and simply build up to super service with each Add-A-Section Assortment.

Order an assortment cabinet today—Add-A-Section as you expand your service! See how quickly you build a better ignition tune-up business as you service every car!

TUNGSTEN Add-A-Section Assortment Cabinets are free—to the dealer—all you do is pay for the genuine TUNGSTEN Ignition Parts!

Ask your Jobber or write for Catalog

NO. DA-119 (Illustr.) Contains: — 72 Contact Point Sets, 51 Condensers, 28 Rotors, 15 Brush Sets, 13 Distributor Caps, 6 Coils, 8 Resistance Units — plus the complete TUNGSTEN Catalog, Cross-Reference Guide and Wall Chart.

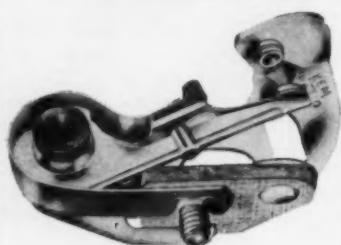
TUNGSTEN CONTACT MFG. CO.  
North Bergen, N. J.



NO. DA-119

(Note: — All assortments available in Heavy-Duty.)





# KEM 1-PIECE TV\* POINTS

**Fastest** -- TO INSTALL  
-- PRE-ASSEMBLED

**Easiest** -- TO STOCK  
-- 12 SETS DO  
THE JOB OF 20

**Best** -- PERFORMANCE  
\* TUNGSTEN  
\* VENT-O-LATED  
CONTACTS



Send for  
**FREE information** —  
**KEM 1-Piece  
Vent-O-Lated  
Points**

My Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
.... Gas Station .... Repair Shop .... Wholesaler  
Other \_\_\_\_\_  
Your Parts Distributor \_\_\_\_\_

**KEM**



KEM Manufacturing Co., Inc.  
Fair Lawn, New Jersey, U.S.A.

## NEWS BRIEFS

(Continued from page 16)

### Ford Re-Enters Field Of Financing Deals

**F**ORD Motor Co. has incorporated a wholly-owned credit and financing subsidiary.

T. O. Yntema, Ford vice president—finance, said the organization, a Delaware corporation, will be known as Ford Motor Credit Co. Yntema is chairman of the board of directors of the subsidiary.

Ford announced earlier this year that it planned to re-enter the automotive sales financing field.

Yntema said that Robert S. Olson, formerly director of Ford's dealer financing office, has been named president of the organization. Prior to joining Ford in May of this year, Olson was vice president in charge of the Automotive Sales Financing Division of General Acceptance Corp. He was also affiliated with Universal C.I.T. Credit Corp. for 20 years and was vice president in charge of the Twin City Division when he left in 1956 to join GAC.

Other officers of the credit company are J. B. Lackey, vice president; Robert C. White, treasurer; Thomas E. Brown, controller, and James L. Parris, secretary. Lackey, White and Brown were all members of Ford's dealer financing office. Parris is a member of Ford's legal staff.

Frank P. Palmer (left), president of Palmer Ford, Inc., Hyattsville, Md., receives a plaque for ten years of outstanding sales and service performance. The special award was presented on behalf of Ford Division by William P. Bave (right), the division's Washington district sales manager.



## Tool Tips for the Mechanic

### Light and Heater Switches on 1958 Fords

The Snap-on® TMC-43 special-pronged carburetor socket is just right for removing the light switch nuts and heater switch nuts on 1958 Fords. Ask your Snap-on man.

### Chrysler Power Steering

Use the Snap-on MT-103 distributor point tension gauge to adjust power steering on Chryslers. Page 73, Snap-on Catalog W.

### NEW TOOL



### Snap-on CF-17 Valve Lifter

This extra-rigid, extra-strong valve tool is designed for new high compression car and truck engines with V-8 block and overhead valving. No need to remove exhaust manifold for working room. Fine adjusting screw provides accurate control of spring compression, for safe, easy replacement of locks and valve stem seal. With tool's cross-link locking lever, you can handle heaviest valve springs with moderate pressure of one hand — permitting removal of locks with other hand. The CF-17 makes valve removal an easy one-man job. Ask your Snap-on man.

### 1958 Nash Rambler Steering

For adjusting the worm bearing on 1958 Rambler steering mechanism, use the Snap-on S-9463 1½" caster-camber wrench. Catalog W, Page 69.

### Volkswagen Fuel and Lubrication System

Use the Snap-on OEX-11M 11-mm. combination wrench for servicing Volkswagen fuel lines. Use the Snap-on F-10M 10-mm. ¾" drive socket to remove strainer for draining oil; the F-11M 11-mm. ¾" drive socket on distributor bolts; the F-14M 14-mm. ¾" drive socket on fuel pump bolts; the F-17M 17-mm. ¾" drive socket on crankcase bolts. Snap-on Catalog W, Pages 40, 41.

Get your copy of Snap-on Catalog W. Ask your Snap-on man or write us direct. Also, check your Snap-on man regarding Whitworth and metric wrenches for servicing foreign cars.

### SNAP-ON TOOLS CORPORATION

8050-I 28th Avenue • Kenosha, Wisconsin

The Southwest Gasket Warehouse, Inc., opened Sept. 1 at 2709-11 Main St., Dallas, Texas, will serve jobbers in Texas, Oklahoma, New Mexico, Louisiana, Missouri and Kansas. It reportedly received the largest single shipment of gaskets ever made in the United States by McCord Corp.

## Kansas City Firm Names "Tex" Tapp President

**L**eonard A. "Tex" Tapp has been elected president of Jobber Supply Co. of Kansas City, Mo., a firm with which he has been associated in several capacities for 14 years.

Advertising and Sales Promotion Manager James F. Weinberg was elected vice president and secretary, while Mrs. Ernest A. Tapp and Mrs. James F. Tapp, respectively, were elected vice presidents. Elmer Tapp was named assistant secretary and treasurer.

The firm, said to be one of the oldest automotive warehouse distributors in the country, was founded by the late Ernest A. and James F. Tapp, the former being vice president of Automotive Warehouse Distributors Association at the time of his death. The company's new president is vice president of the B-2 Booster International Club in Kansas City.

## Du Pont Names Stephens Anti-Freeze Sales Head

**A**ppointment of Marshall A. Stephens as manager of "Zerone" and "Zerex" anti-freeze sales for Du Pont's industrial and biochemical department has been announced by J. H. Daughtridge, director of sales for the Chemical Products Division.

Stephens, who for the past four years was assistant manager for anti-freeze sales, fills the post vacated by the death of T. A. Parriott in July.

## Pittsburgh Plate Ups Bell

Richard P. Bell has been named general manager of paint sales for the merchandising division of Pittsburgh Plate Glass Co., succeeding Guy J. Berghoff, recently appointed vice president in charge of the company's paint division. He was most recently assistant to the president.



## Two NEW Products! FROM K & W



### NEW! K & W D-1000 Dispenser EASIEST...

- |                   |   |
|-------------------|---|
| <b>TO LOAD!</b>   | Remove cover and dispensing disc, turn can over and push down until locked into position.         |
| <b>TO USE!</b>    | Push handle several times to prime, thereafter each push dispenses proper hand-cleaning quantity. |
| <b>TO RELOAD!</b> | Disengage can locks with palms as finger-tips raise empty can straight up—ready for a new can.    |

When you need a dispenser, look for these important features:

Quick and easy to load • can serves as soap reservoir • locks firmly to dispenser • has heavy-duty integral wall-mounting bracket • attractive • primes easily • does not lose prime • will not clog • dispenses proper amount with one push • one hand operation • empties can completely • will dispense from dented can • fast removal of empty can.

The K & W D-1000 has all of these features and more. It invites comparison with any similar dispenser on the market. And, it costs so little more for the best.



### NEW! K & W Aqua Rinse Hand Cleaner

K & W Aqua Rinse was specifically designed to overcome objectionable features of many competitive "with or without water" hand cleaners. Three exclusive ingredients assure absolute rinseability, soft hands without dryness, and high-detergency cleaning power. Aqua Rinse is a neutral hand cleaner containing no harsh chemicals or abrasives.



Whittier, California

**K & W PRODUCTS, INC.**

Elmington, Indiana

# 40 YEARS OF SERVICE

since 1919

## National Brake Block



...and now  
National  
offers  
you  
an unsurpassed  
brake shoe  
exchange program...

- NATIONAL's high quality leads to repeat sales.
- NATIONAL's engineered linings give you a larger market (Taxi fleets, commercial vehicles, etc., as well as regular passenger car applications).
- NATIONAL's attractive price structure gives you a stronger competitive position.
- NATIONAL is expertly bonded by local factory-authorized bonders for immediate service of your requirements.
- NATIONAL—provides complete merchandising and selling aids.

Write for full information now

### NATIONAL BRAKE BLOCK CO.

37-17 57th Street, Woodside 77, N. Y.



W. Reartsill Wilson has been named assistant general sales manager of the newly-formed Plymouth-De Soto-Valiant Division of Chrysler Corp., according to Edward P. Letscher, divisional general sales manager. A native of Marshall, Texas, Wilson first entered the automobile business in 1946 when he joined Holley Motor Co. in Tyler, Texas. In 1953 he joined Dodge Division as district manager at Dallas and just prior to his present appointment was national sales consultant for Plymouth-De Soto division. He has been one of the most popular speakers from car factories to appear in recent years on programs of state automobile dealer association conventions.

### Packard Electric Names Lakin and Wolcott

APPOINTMENTS of J. Robert Lakin as general sales manager and L. C. Wolcott as director of engineering at Packard Electric Division, General Motors Corp., have been announced by C. C. Rigsby, Packard Electric general manager.

Lakin, formerly general sales manager of Moraine Products Division of General Motors in Dayton O., joined Delco Products Division in 1934 as an engineering trainee. Following a series of appointments, he was transferred to Moraine Products during the year 1957.

Wolcott joined Packard Electric in 1927 as a time-study engineer. In 1932 he was named chief engineer.

### Republic Gear Names Martin W. Thimmel

APPOINTMENT of Martin W. Thimmel as general sales manager of Republic Gear Co. has been announced by President S. S. Gordon.

A veteran of 22 years with the

company, Thimmel previously was district manager in Kansas City, Mo., and most recently central regional manager.

### Hendersonville Tarheels Elect

L. A. Blair of Blair-McLeod Motors is the new president of the Hendersonville (N. C.) Automobile Dealers Association. Vice president is Pete Folsom of Pete Folsom Motor Co. and Thomas L. Osborne of the T. Lee Osborne firm is secretary-treasurer of this association, one of many local dealer groups in North Carolina.

THE



LINE

### QUALITY PRODUCTS

For the wash rack trade

Sold throughout the U.S. by  
major jobbers since 1933.

The line that is fully guaranteed.

ADVANCE CENTURY MFG.

CO.

Greenville, S. C.

### NEW - IMPROVED Radiator Conditioner

6 in 1

MAGNA-KROM SIX in ONE did not happen. It was scientifically developed for all types of automotive cooling systems.

1. Stops Leaks in Radiator
2. Stops Leaks in Block and Cylinder Head
3. Stops all Hoses and Gasket Seepage
4. Stops Rust and Scale formation, instantly
5. Lubricates Water Pump Internally
6. Helps to Maintain Proper Temperature, Winter and Summer.

Magna-Krom will mix with ALL Types of Antifreeze.

The Original SIX in ONE Contains 100% Zingiberaceous Fibers.



If you find anything better  
Money will be refunded.

**GUARANTEED**

**MAGNA-KROM MFG. CO.**  
**VANDERGRIFT, PENNA.**

## Tarheel Garages Form State Group; Mayor Addresses Knoxville Session

**G**ARAGEMEN representing six local units met at Winston-Salem Aug. 8-9 and elected Bryan Davis of Raleigh president of the newly-formed Independent Garage Owners of North Carolina.

The delegates from Winston-Salem, Charlotte, Asheville, Salisbury, Greensboro and Raleigh also named W. Spencer Reich of Lewisville first vice president and Charles H. Meadows of Alexander second vice president.

The next state board meeting will be held in November at a time and place to be determined later.

The group was born during a whirlwind tour of the state by Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America, through the Carolinas. (See page 15 for the Palmetto State report.)

### Salisbury Elects Miller

After a meeting Aug. 4 of the Charlotte unit members, James met with garagemen at Salisbury the next day at which these temporary officers were elected: George Miller, president, and Jake Fisher, secretary-treasurer.

On Aug. 6 garagemen at Greensboro selected Harold L. Smith as temporary president and Ray Harris as temporary secretary-treasurer. The next day the garage owners of Raleigh convened and elected Bryan Davis president.

At the Aug. 10 meeting at Fayetteville the garagemen considered the IGOA movement and laid plans for a future meeting.

At Wilmington on Aug. 11 the garagemen elected Buddy Tickner president, Jack Shytte vice president and Tom McIntire secretary-treasurer.

Five new members signed up at a meeting of Asheville's established unit, of which Bill Parquette is president.

En route back to Tulsa James addressed a meeting at Kingsport, Tenn., of garagemen from that city and Bristol, Greenville, Jackson and Knoxville Aug. 19. The next night he was at Knoxville where a unit was created with Ray E. Hooper as president, Bob Crowe as vice president and Gene A. Lockett as secretary-treasurer. Mayor Duncan of Knoxville was among the speakers at this latter meeting.

"A great deal of credit goes to President George W. Kinnie of the Automotive Wholesalers Association of Tennessee who made this a personal project to establish a unit in Knox County," James reported. Wilber Wilder of Nashville, president of the Independent Garage Owners of Tennessee and third

vice president of IGOA, met with the group a week earlier.

Allen Lewis of Wilmington, president of the North Carolina Automotive Wholesalers Association, presided over the meeting in that city.

Jesse F. Jones, Jr., executive secretary of NCAWA, was most helpful in setting up the meetings in that state, James commented.

Membership in the five-year-old IGOA, scattered throughout the country, now approximates 5,000 garagemen.



**CHRYSLER EMERGENCY BRAKE  
ADJUSTMENT WRENCH NO. 262**

**MECHANICS NET \$125**

Because it combines an open end wrench and a spanner wrench in one tool, the new No. 262 is the *only* wrench needed to adjust the internal emergency brake on any Chrysler-make car, even with Torque-Flight or Power-Flight transmission. The 7/16" open end loosens the cap screw on the protective shield of the brake housing. The spanner end

is used to make the actual adjustment on the serrated brake shoe nut.

This handy, time-saving tool is designed to eliminate clearance problems, is perfectly balanced, works with a smooth, ratcheting action where present tools won't. Ask your jobber.

## Herbrand Tools

HERBRAND DIVISION, THE BINGHAM-HERBRAND CORPORATION • FREMONT, OHIO

## Wheel Alignment- is profitable for GARAGES!



only \$343.70  
gets you started

### INCLUDES —

- All necessary equipment &
- New "Rollaway" Tool Board

### EASY TO FINANCE

### INCREASES BUSINESS 25% (AVERAGE)

You get the quick and easy to operate Bender "Magnetic Hub Attaching" Camber and Caster Gauge and Toe Analyzer Gauge, Portable Turnplates, Steering Wheel Holder, Hub and Dust Cap Remover, and Wrench Set. This equipment handles 80% of the alignments. As business increases, an alignment rack can be added without loss of investment.

Write for literature.

**J.H. Bender**  
EQUIPMENT CO.

5430 Tweedy Blvd., South Gate, California  
2315 No. 26th St., Birmingham, Alabama  
Representatives inquiries invited.



Charles W. Slaton (shown here) of Union Springs has been advanced by directors from first vice president to president of the Automobile Dealers Association of Alabama to succeed R. S. Hicks of Decatur, who resigned because of ill health. He is a native of Centerville, Ala. He also has interests in a finance company and a life insurance firm.

### Keenan's Old Timers Meet Sept. 26

THE annual fun-and-relaxation gathering of Keenan's Old Timers will take place at Arrowhead Farm near Albany, Ga., Saturday, Sept. 26.

This unusual club is composed of car dealers, service station operators, garagemen, fleet personnel, factory representatives and others who have been in the automotive service industry 20 or more years and have qualified for membership by contacting a representative of the host, Keenan Auto Parts Co., Albany, of which P. A. Keenan is president.

As usual, there will be no speeches but the program will include relaxation under the great oaks, fishing, swimming in the big artesian-fed pool and time out for old-timer talk or tall-story telling. Barbecue, prepared locally, will again spice the occasion.

### NADA Profit Workshop Set for New Orleans

A "RALLY for Profits" seminar, organized by the National Automobile Dealers Association in cooperation with the Louisiana Automobile Dealers Association, will be held in New Orleans Sept. 29.

John Binns, NADA director of management services, will conduct the workshop. He will be assisted by a number of nationally recognized dealers who have developed original success methods for dealership operation.

## ANNOUNCING!

... a new  
automotive service



### factory rebuilt BRAKE CYLINDERS

Two more profit builders for you in the growing Pick line of quality brake parts. Pick wheel cylinders and "steel-sleeved" master cylinders are completely and carefully rebuilt to assure "like new" performance. Order from your Pick jobber when you order Pick Bonded Exchange Shoes.

**PICK MANUFACTURING CO.**  
Automotive Division  
West Bend, Wisconsin

*Del City's*



HANDY SPOOL

### A NEW PACKAGING IDEA FOR PRIMARY WIRE!

HANDY SPOOLS are 35 different sizes and colors of wire in graduated lengths depending on gauge. The right amount and gauge for the average job.

#### EVERY SPOOL

SELLS FOR THE SAME PRICE

A HANDY SPOOL IS —  
100 ft. - 18 ga. / 75 ft. - 16 ga. / 50 ft. - 14 ga. /  
35 ft. - 12 ga. / 20 ft. - 10 ga. / 20 ft. 7MM  
Ignition Wire

THIS 8-SPOOL  
WIRE DISPENSER  
FOR DEALER'S  
WALL OR BENCH  
HOLDS INSTANT  
INVENTORY OF  
BALANCED STOCK.  
SMALL INVESTMENT  
FOR GREATER  
PROFITS.



FOR MORE DETAILS WRITE  
**Del City WIRE COMPANY, INC.**  
P. O. Box 2464, Oklahoma City, Oklahoma

Sold Through  
Automotive  
Jobbers and  
Warehouse  
Distributors



To provide better service to Rambler owners, a fleet of mobile schools for mechanics of Rambler dealerships has been completed and will begin training sessions in time for the introduction of 1960 models. The first of five units was unveiled at Detroit last month at the 1960 Rambler news preview. The schools are 35'-long trailers completely equipped as service classrooms. The mobile schools, the first of which was put into operation in April on an experimental basis, bring the classroom to the men. "American Motors decided to set up mobile training centers so that more dealership service personnel can receive the training without spending time and money for traveling," said C. M. Tillin-ghast, general parts and service manager of American Motors. Each air-conditioned trailer contains workbenches for 12 men. Actual parts, such as axles, transmissions, air-conditioning systems, power steering and power brake units are worked on in the class-room.

### Plymouth-De Soto-Valiant Names Petok and Craig

**S**AM Petok and Charles W. Craig have been appointed to the newly-created positions of public relations director and public relations manager, respectively, for the recently-formed Plymouth-De Soto-Valiant Division of Chrysler Corp.

Petok had been public relations director at De Soto Division since Jan. 1957. Before then, he had been in charge of the New York public relations office for Chrysler Corp.

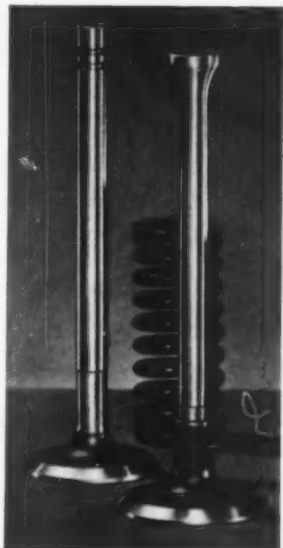
Craig joined the corporation's public relations staff in 1951. He has been in charge of public relations for Plymouth Division since August 1955.

### Alabama Dealers Set Dates

The annual convention of the Automobile Dealers Association of Alabama will be held April 24-26 at the Buena Vista Hotel in Biloxi, Miss.



"WOULD YOU MIND USING THE BACK STREETS?"



motor jobs turn out sweeter when you install . . .

## Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.

# HYDRO-LOC

## HEAVY DUTY BRAKE FLUID



has been used exclusively for 25 years by some of the largest fleet owners, car dealers and brake service stations — because of its unparalleled performance under toughest conditions! Surpasses every specification set down by the S.A.E.!

\* Costs no more than competitive brands! Available in 12 oz. cans, Pints, Quarts, Gallons, 5 Gallon can with flexible spout; and 54 Gallon Drums. Can be safely used in any hydraulic system!

### IMMEDIATE DELIVERY

All orders shipped the same day received! Write today for prices and terms. All prices are quoted FULL FREIGHT ALLOWED.

**HYDRO-LOC  
MANUFACTURING CO., INC.**  
307 Smith Street  
DURHAM, NORTH CAROLINA



SOUTHERN AUTOMOTIVE JOURNAL

ART  
WINKBURG

### Jackson, Miss., Picks Fowler

New president of the Jackson (Miss.) Automobile Dealers Association is Jimmy Fowler of Fowler

Buick Co. Other officers are Paul Moak of Lane-Moak, vice president, and Robert Remp of Craig Motors, secretary-treasurer of the association.



## Whitewall TIRE CLEANER

One squeeze provides a controlled spray of a special chemical formula that will effectively and effortlessly return that bright showroom look to whitewall tires. Full pint retails for \$1.00. Kemkat Whitewall Cleaner, Golden Car Wash and Kar Klene are all available in new, colorful "squeeze bottles" designed for quick sales and easy use.

**FOR VOLUME SALES—stock the Kemkat family of colorful squeeze cans!**

**KEMKAT Kar Klene**—a chrome, leather and plastic wax cleaner. Full pint squeeze container retails for \$1.00.

**KEMKAT Golden Car Wash**—an effective, non-streaking detergent for effortless car washing. Full pint squeeze container retails for 65c.

**KEMKAT Motor Aid**—a newly developed oil and fuel additive. Full pint retails for \$1.50.

Watch for **KEMKAT White-Sno** . . . a new waterless hand cleaner with Old Spice and lanolin.

See your local dealer



**THE KEMKAT COMPANY**

DIVISION OF W. E. BASSETT CO.

Francis Street, Derby, Connecticut

## I'M TIRED OF BEING \*SOAKED!

\*WITH BIG  
JACK REPAIR  
BILLS



Aren't you, too?

It's easy to  
Repair-it-yourself  
with a Jack-Pack Kit.  
Prices start at about \$2.50

*Order from your jobber*



or write for **FREE FOLDER "Facts on Jacks"**

**JACK-PACK MFG. CO.**, 2115 N. Marianna Ave., Los Angeles 32, Calif.

## Chevrolet Promotes Feely and Others

PROMOTIONS in the Chevrolet sales organization, announced by the new general sales manager, K. E. Staley, have elevated E. P. Feely to executive assistant general sales, formerly held by Staley.

Others promoted include L. H. Averill, former assistant general sales manager for the western half of the United States, who succeeds Feely in a like position for the eastern half; F. T. Hopkins, Jr., former zone manager at Wichita, Kan., who has been named national sales promotion manager, and L.



Executive Assistant Feely

E. Craig, formerly on special Chevrolet assignments, who succeeds Hopkins at Wichita.

A native of St. Louis, Feely has been with Chevrolet since 1924 and was formerly regional manager in Washington, D. C. He has directed the division's wholesale operations, first for the western half and later eastern.

Averill, who was regional manager at Washington for more than three years, has been in charge of the West for four months.

Hopkins, 22 years with Chevrolet, was appointed Wichita zone manager in June 1957. He is a native of Parkersburg, W. Va.

Craig, born in Briceville, Tenn., has a 27-year record with Chevrolet.

## Langston Dies in Camden, S. C.

Perry R. Langston of Langston Motors, Inc., Camden, S. C., died last month after a lengthy illness. Active in the automobile business since 1923, Langston secured the Buick franchise in 1934 and had maintained the franchise since 1937.

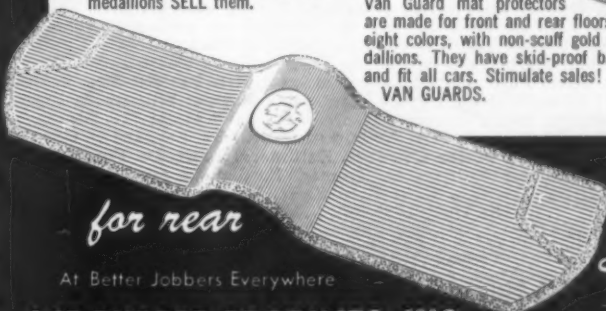
## ACE VAN GUARD Mats



*for front*

Van Guard door-to-door mats are popular favorites for auto floor protection. The smart, clean lines of the heavy, "live" rubber are beautiful, and the striking gold medallions SELL them.

Van Guard mat protectors are made for front and rear floors, in eight colors, with non-scutt gold medallions. They have skid-proof backs and fit all cars. Stimulate sales! Sell VAN GUARDS.



*for rear*

At Better Jobbers Everywhere

**ACE RUBBER PRODUCTS, INC.**

100 Beech St.

Akron 8, Ohio

**ACE**  
*Sets the Pace*

*You'll never find shoes like  
this one in automotive  
parts warehouses*

But chances are, wherever you go, you'll see increasingly popular IMCO brake shoes. There's a set of IMCO shoes to fit all domestic and foreign cars and trucks. To build your sales, all you have to do is stock and SELL the shoes that FIT.

Brake Shoes Water Pumps Universal Joints



**IMCO MANUFACTURING  
AND SALES CORP.**

Baltimore 2, Md.

### complete brake job in a box!

Everything at the finger tips: Emory cloth, cotter pins and lubricant. All in a polyethylene bag. Retail value, 25c, but yours at no extra cost.





Sales managers representing eight Ford dealerships in Maryland are shown here with their wives and representatives of Ford Division's Washington district sales office entraining for an expense-paid weekend in New York in honor of their dealerships' top sales achievement during July. Pictured are (l. to r.): Ben Harrison, Ford district car merchandising manager; Frank S. Parlett, Parlett Motor Co., Ellicott City; William P. Bave, Ford district sales manager; Mrs. Parlett; Mrs. John P. Stewart; Stewart, Schulte Ford Sales, Glen Burnie; William A. Fry, Archway Motors, Inc., Baltimore; W. D. Beall, Beall Motor Co., Stevenson; Mrs. Fry; Mrs. Beall; Mrs. Arthur A. Patti; Mrs. Bernard P. Gateley; Gateley, Talbott Motor Co., Inc., Baltimore; Patti, De Foe Motor Co., Inc., Baltimore; William D. Palmer, Ford field manager; Mrs. Douglas Griffith; Griffith, King Ford Sales, Essex, and Louis Weiss, The Weiss Motor Co., Baltimore.

## Floridians Will Hear Tarheel Next Month

**W**ALTER A. Deal of Deal Buick, Inc., Asheville, N. C., past president of the North Carolina Automobile Dealers Association, will address the opening day luncheon meeting of the annual convention of the Florida Automobile Dealers Association to be held at the Hotel Robert Meyer in Jacksonville, Oct. 18-20.

Honorable Tom Beasley of De Funiak Springs, speaker of the Florida House of Representatives, will deliver the opening address on Monday, Oct. 19, which will be followed by a presentation, "What's in It for you?", by Warren A. King of Life Magazine, New York.

Speakers at the afternoon busi-

ness session that day will include H. L. Galles, Jr., of Albuquerque, N. M., president of the National Automobile Dealers Association, and Jack Schwartz of Jack Schwartz Telephone Sales Clinic, Los Angeles. A fellowship hour will precede a banquet and entertainment in the evening.

A "Clinic on Leasing," scheduled for Tuesday morning, will feature three speakers, with John Binns of NADA as the moderator. Speaker at the luncheon for all attendees that day will be Dr. Charles E. Irvin of Daytona Beach.

Other highlights of the program will include an inspirational hour on Sunday with Dr. George K. Schweitzer of the University of Tennessee as guest speaker, and a luncheon for the ladies on Monday, with a full program.

## Reeves of C.I.T. Dies in Yonkers

**R**OBERT S. Reeves, 55, executive vice president of Universal C. I. T. Credit Corp., died last month in Yonkers, N. Y.

Reeves joined Universal C.I.T., a subsidiary of C.I.T. Financial Corp., in 1926. He was named a vice president in 1955. His father, Alfred Reeves, Sr., was a former president of the Automobile Old Timers Club and a former vice president and general manager of the Automobile Manufacturers Association.

## Missouri Dealers Name Wetzel

Jack Wetzel of Springfield has been named a director of the Missouri Automobile Dealers Association, succeeding Gene Robertson of Crane, who resigned. Wetzel is the son of Howard "Doc" Wetzel, who was a charter member of MADA.

## CLUTCH CHATTERING?

INSTALL A PORTER

NON-CHATTER DIAPHRAGM

Over 100,000 sets sold! Complete diaphragm with Patent Control. Gives you a SOFTER pedal. Non-Chatter Clutch, smooth as silk—will not slip. Lasts twice as long. Works like a multiple disc clutch. One size fits, 1928 thru 1959, all gear shift Chevrolets, all GMC trucks using a diaphragm clutch. Trial Offer: One diaphragm, complete \$5.00 post paid. 10 complete diaphragms with installation kit, 10 per package \$35.00, P.P., cash, check or C.O.D. Special prices on large orders. Figure the Profit Possibilities! Satisfaction Guaranteed.

Wanted: Representation—throughout the U.S.

**PORTER'S AUTOMOTIVE PRODUCTS**

DEPT. S.A.J.,  
4025 N. Figueroa St., Los Angeles 65, Calif.

# FILT-O-REG®

Advised  
in  
**POST  
LIFE**

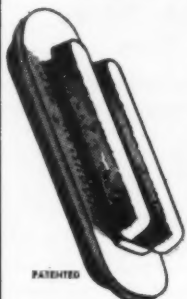
ASK YOUR JOBBER or write for illustrated catalog  
and dealer cost sheet. ALONDRA, INC., LOS ANGELES 19

## HELPS YOU GET AND KEEP MORE SATISFIED CUSTOMERS!

Install FILT-O-REGS with your tune-up jobs. Helps reduce come-back complaints. Saves you wasted time. Wins you satisfied customers.

There's a correct FILT-O-REG for every engine need... and a style to meet every customer's pocket-book!

THE ORIGINAL  
**NU-MA-CO**  
RUBBER BRAKE  
ADJUSTING  
HOLE COVERS



PATENTED

DON'T BE FOOLED  
by substitutes!

These are BIG PROFIT items, a CINCH to sell  
with brake check-ups and grease jobs!

- Seals adjusting hole of all BENDIX BRAKES!
- Expansion grooved! Full-length lip seals out all water, dirt, grease!
- Easily snapped on ANY backing plate — REGARDLESS OF THICKNESS — in seconds!
- Display Cards and Bulk Orders Available

Send for catalogue showing  
other items that may  
also be of interest to you.

SEND COMMUNICATIONS TO

**NEWMAN MACHINE CO.**

P. O. Box 737 Providence I, R. I.

CLEAN, SEAL, PREVENT RUST!



**COOLING SYSTEM  
CLEANER &  
CONDITIONER**

...MADE FOR THE PROFESSIONAL!



Two-part formula works 4 ways. Top part dissolves grease, removes rust. Bottom neutralizes, inhibits rust; seals. Package contains complete service for radiator conditioning.

SEE MORE PERMATEX  
PRODUCTS FEATURED ON PAGE ONE

## BE WISE . . . USE

**Automatic Choke Control Heat Unit  
Repair Kits by Champ-Items.**

No. 205 Fits 1955-58 Ford — Mercury —  
Lincoln and Thunderbird.

No. 206 Fits Chevrolet — Chrysler — Buick  
and others. Eliminates costly replacement  
of burnt out heat tubes. Simply  
drill half-inch hole in manifold. List  
\$3.50 each.

Order From  
Your Jobber

CHAMP-ITEMS, INC.,



6191 Maple Ave.,  
St. Louis 30, Mo.

## double-action PROFIT maker!

☆ SELLS more *Alinement Jobs!*  
☆ PROVES Job's done *RIGHT!*

DRIVE-OVER  
**WHEEL  
ALINEMENT  
TESTER**

The **BEAR**



Dramatic Dial Allows Customers  
to Actually SEE Mis-Alinement

This double-action profit maker helps you cash-in on the whopping wheel alinement market two sure ways: 1) with a Bear Drive-Over Alinement Tester, it's a cinch to sell 9 out of 10 car and truck owners, because they actually see need for alinement; 2) the tester proves you've done a perfect job...you convince 'em coming and going! It also detects bent housings and other defects causing mis-alinement. And, you test vehicles in motion—with the only drive-over tester that shows "road readings"! Call your Bear Jobber or write for free catalog. BEAR MFG. CO., DEPT. 4-5, ROCK ISLAND, ILLINOIS

311

the most famous name in  
**BEAR SAFETY SERVICE**

Advertised in the  
**POST**

## Why Send RADIATOR Jobs Away?



Many Adding \$8,000-\$12,000-\$15,000  
a Year Servicing Radiators!

"Our Inland radiator dept. is taking in an average of \$300 a week!"—Douthitt-Carroll-San Chez Co., Memphis, Tenn.  
"Grossed \$18,000 the first 9 months."—Harvey C. Jones Co., Reseda, Calif. "Made over \$500 my first month."—Roberts Service, Blacksburg, Va. "Taking in \$50 a day."—Tillie's Service, Fargo, North Dakota.

Motor Service survey shows radiator repair jobs were up 15.8% last year. Profits from radiator work are sure to steadily become even better due to increasing cooling system pressures.

FREE 48-pg. book, all about Inland equipment, easy-pay plan, free factory training school.

**INLAND MFG. COMPANY,**  
1108 Jackson St., Dept. SA9, Omaha 2, Nebr.  
World's Largest Manufacturer of Radiator Servicing Equipment

WRITE

INLAND MFG. CO., Dept. SA9, 1108 Jackson St., Omaha 2, Nebr.  
Please send new free book, "Blue Print For Profits."

FIRM \_\_\_\_\_ PLEASE PRINT

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

BY \_\_\_\_\_ TITLE \_\_\_\_\_

If dealer, make of car sold \_\_\_\_\_  
Are you now operating a radiator dept.? ☐ Yes ☐ No

## Du Pont Booklet Gives Anti-Freeze Facts

**O**F THE nation's car owners who buy anti-freeze at cash-and-carry outlets, 69% would buy from a servicing dealer if it were available from the dealer at the same price.

That fact, among others, is contained in a new booklet, "Facts You Should Know About the Anti-Freeze Business," published by the Du Pont Co. from data obtained in surveys made by Alfred Politz Research, Inc., New York, and National Family Opinion, Inc., Toledo.

Re-use of anti-freeze is growing, the surveys show, indicating that sales lost last season due to re-use amounted to 23,000,000 gallons. During the past winter, 38% of anti-freeze customers re-used their anti-freeze, compared with 35% re-using during the 1957-58 season.

According to the surveys, 45% of all anti-freeze bought last year was purchased at cash-and-carry outlets, compared with five per cent bought at these outlets ten years ago. It was further pointed out that only 43% of all anti-freeze sold was installed by a servicing

dealer during the past season, with 57% sold by a household member. This compares with 61% installed by a service dealer during the 1957-58 season and only 39% installed by a household member.

Reasons why people install their own anti-freeze, the booklet states, are: cheaper, 42%; like to do it, 30%; quicker, 15%; can do a better job, ten per cent; miscellaneous and don't know, nine per cent. The total exceeds 100% because some persons surveyed gave more than one reason.

During the 1958 season, total anti-freeze sales reached 110,216,357 gallons, compared with 1957 sales of 106,874,822 gallons.

## "Safety" License Plates Adopted by Michigan

**"S**AFETY" license plates for its motorists were adopted last month by Michigan, making a total of eight states since 1949 to issue reflective license plates as an after-dark safety device.

The other states are Maine, Delaware, Louisiana, Minnesota, North and South Dakota and Wyoming. Other states said to be testing the safety plates with a view to their

possible adoption include South Carolina.

The plates are coated with a reflective material to make them shine brightly at night when struck by the headlights of an approaching car. Designed to prevent rear-end crashes, they serve as a warning if a car's taillights fail or if it is parked or stalled without lights.

## Firestone Cuts Prices On Antique Tires

**A** 25% reduction in the prices of all antique tires and tubes has been announced by The Firestone Tire & Rubber Co. Simultaneously, the company announced an addition to its line of antique tires—a 37 x 4½ rib tread tire.

With the exception of the new tire, all of the company's tires for old-fashioned cars are authentic replicas of the first tire manufactured with an angular tread pattern to overcome skidding. The words "Non-Skid" formed the tread pattern.

First placed on the market in 1908, the Non-Skid design was discontinued in the early '20's, but resumed in 1946 at the request of antique car hobbyists.

## The Economy of Asphalt-paved highways gets you your big roads

### PLUS...

... your all-important local and farm-to-market roads. You see, Asphalt-paved highways save up to 10% and sometimes up to 50% in construction costs. Further, maintenance costs no more, often less. Money saved building big roads with heavy-duty Asphalt pavement means that much more money is available for building and improving your state's entire network of roads.

*Ribbons of velvet smoothness ... ASPHALT-paved Interstate Highways*



**THE ASPHALT INSTITUTE**  
Asphalt Institute Building, College Park, Md.

## PRECISION THE VAN NORMAN LINE MACHINING

Heavy Duty Machine Shop Service Equipment for CARS, TRUCKS, BUSES, TRACTORS, DIESELS, COMPRESSORS, INDUSTRIAL AND MARINE ENGINES.

Brake Drum Lathes • Crankshaft Grinders  
Camshaft Grinders • Cylinder Boring Bars  
Horizontal Wet Surface Grinders • Rotary Broach

Van Norman Machine Company. Division of Van Norman Industries, Inc., Springfield 7, Mass.

## DEPENDABLE BATTERIES

for more than 30 years

ISMA APPROVED



Automotive, Marine, Motorcycle, Aircraft.

WE OUTSELL . . . BECAUSE

WE OUT SERVE

We also Repair and Rebuild ALL Makes . . . Automotive, Industrial and Railroad

**YOCAM BATTERIES, Inc.**

Tampa, Fla.

Service Branches in Tampa, Miami, Jacksonville and Pensacola, Fla., and Columbus, Ga.

SEAL LEAKS! STOP RUST!



**DOUBLE  
ACTION  
RADIATOR  
CEMENT**

...MADE FOR THE PROFESSIONAL!



This famous product works twice as hard... sealing leaks AND preventing rust. Fast! An enemy to leaks and rust, BUT won't hurt copper, bronze, brass, aluminum, rubber.

SEE MORE PERMATEX  
PRODUCTS FEATURED ON PAGE ONE

YEAR AROUND SELLER...

**HULL  
AUTO COMPASSES**

The Hull Auto Compass is a name-brand accessory customers ask for month-in and month-out, every season of the year. These steady sales add up to consistent profits for dealers. Customers specify—and dealers like to sell Hull because (1) A Hull Auto Compass is a precision instrument, beautifully styled, easy to compensate and easy to install without groping and probing. (2) The price is right—with full profit for the dealer. (3) Hull has an unequalled reputation for backing up its guarantees—its success is based on 26 years of customer satisfaction. (4) Pleasant and profitable transactions have always kept Hull dealers happy. So, whether the sun is shining or snow is falling, it's the right time to sell Hulls. List prices \$5.95 to \$7.50. Write for trade information.

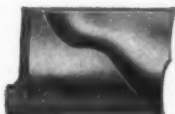


HULL MFG. CO. P. O. Box 246-SAJ-9 WARREN, OHIO

**SMART AUTOBODY MEN**

*Please their Customers*

**WITH SCHOFIELD REPLACEMENT PANELS**



Schofield lower front section of 1955-56 Mercury rear fender P-397... one of the complete line of precision die-formed Schofield panels.

**THERE ARE MORE THAN 600  
PRECISION DIE-FORMED  
SCO-PAN AUTOBODY REPLACEMENT  
PANELS TO HELP YOU PRODUCE  
BETTER REPAIR JOBS QUICKER  
... AT GREATER PROFIT!**



**JOBBERS:** Certain choice territories are still available. Write, wire or phone for full information.

**SCHOFIELD MFG. CO.**

WORLD'S LEADING MFR. OF BODY REPAIR PANELS

1183 E. 222nd ST. CLEVELAND 17, OHIO



**CHUCK NERPEL**,  
Technical Editor of  
MOTOR TREND, re-  
ports: "We take great  
pleasure in awarding  
the MOTOR TREND  
Seal of Approval to  
GLIDE CONTROL."



**Tested Profit-Maker!**

**NEW ELECTRONIC  
GLIDE CONTROL\***



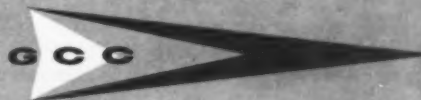
*The only dependable,  
low-cost constant speed  
stabilizer for any car*

**NATIONALLY ADVERTISED!** Consumer magazines! Trade magazines! Month after month, GLIDE CONTROL prospects are pre-sold through advertising and publicity.

**PROFIT PLUS!** GLIDE CONTROL retails for \$29.50 with a big built-in profit for you. Installation takes less than one hour in ANY car. Installation charge is PROFIT PLUS for the dealer.

**UNMATCHED PERFORMANCE!** GLIDE CONTROL cuts gasoline use up to 25%. Eliminates wasteful "pedal palpitation." Relieves driving fatigue. Maintains constant driving speed automatically. Safe toe-tip control...easy as dimming headlights. Pays the user back its full cost within a few months. Two models available—for 6 and 12 volt systems.

GLIDE CONTROL is sold only through automotive jobbers and wholesalers.  
\*Trade Mark



**GLIDE CONTROL CORP.** Department SJ-9  
1608 Centinela Ave., Inglewood, California

Please rush details on GLIDE CONTROL performance.

Name \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

I am a: (check one) ☐ Distributor ☐ Retailer

**CLIP AND MAIL COUPON NOW**

# ADVERTISER'S INDEX

<b>A</b> AC Spark Plug Div. .... Ace Rubber Co. ....174 Ace Rubber Products, Inc. ....183 Acme Air Appliance Corp. ....185 Advance Century Mfg. Co. ....178 Albertson Co. .... Alemite Division .....12 Alondra Sales, Inc. ....184 American Hammered Division .....143 Ammco Tools, Inc. ....127 Anthes Force Oil Co. ....3 Arrow Armatures Co. ....152, 153 Arrow Safety Device Co. .... Arvin Industries, Inc. ....49 Asphalt Institute .....186 Associates Investment Co. ....10 Atlantic Steel Co. .... Atomized Materials Co., Inc. .... Automatic Brake Components, Inc. ....162	<b>Du Pont de Nemours and Co., Inc., E. I. Finishes Div. ....</b> <b>No. 7 Line ....</b> <b>Zerone-Zerex Div. ....96, 97, 98, 99</b> <b>E</b> Eaton Mfg. Co. ....46 Echlin Mfg. Co. ....166 Edelmann & Co., E. ....53 Egan Mfg. Co., H. B. .... Electric Autopulse Division .....144 Els Automotive Corp. ....57 Electric Auto-Lite Co. .... Batteries .....130, 131 Institutional .....44, 45 Parts & Service ..... Spark Plugs ..... Wire and Cable ..... Emorl Mfg. Co., Inc. ....	<b>K</b> K-D Lamp Company ..... K & W Products, Inc. ....177 Kem Manufacturing Co., Inc. ....176 Kemkat Co. ....182 Ken Tool Mfg. Co. ....126 Kimco Auto Prods. .... Kool Kooshion Mfg. Co. ....	<b>Prest-O-Lite Batteries .....*</b> <b>Proto Tool Co. ....161</b> <b>Pullman Vacuum Cleaner Corp. ....167</b> <b>Purolator Products, Inc. ....</b>
<b>B</b> BCA Ball Bearings .....103 Baird Dynamic Corp. .... Bar's Products Co. .... Basic Sleeve Associates ..... Bear Mfg. Company .....185 Bee-Line Company .....156 Bender Equipment Co., J. H. ....180 Big Four Industries, Inc. ....137 Bingham-Herbrand Corp. ....179 Binks Mfg. Co. ....157 Bishman Mfg. Co. ....157 Blackhawk Hand Tools .....93 Bower Roller Bearings ..... Breeze Corporation, Inc. ....122 Briggs Shock Absorber Div. ....	<b>F</b> F & B Mfg. Co. .... Federal-Mogul Service ..... BCA Ball Bearings .....103 Bower Roller Bearings ..... Federal Mogul Engine Bearings .....47 National Seal .....64 Felt Products Mfg. Co. ....28 Fitzgerald Mfg. Co. .... Floridin Co., The ..... Fox Products Co. ....115 Fram Corporation .....	<b>L</b> L & S Bearing Company .....142 Lake Auto Radiator Mfg. Co. .... Laher Spring & Tire Corp. ....38, 39 Lamson & Sessions Co. ....36 Lee Co., K. O. ....162 Lee Filter Corp. ....119 Lisle Corp. ....171	<b>R</b> Radiator Specialty Co. ....170 Rajah Company ..... Ramsey Corp. ....Fourth Cover Raybestos Division ..... Rich Mfg. Corp. ....126 Rochester Products Division .....110 Rogers Co., John .....14 Rust Master Chemical Corp. ....
<b>C</b> Camel Patches ..... Carter Carburetor Division ..... ACF Industries .....116, 117 Casite Division .....2 Champ-Items, Inc. ....185 Champion Parts Rebuilders, Inc. ....102 Champion Pneumatic Machinery Co. ....140 Champion Spark Plug Co. .... Chevrolet Motor Div. .... Chicago Pneumatic Tool Co. .... Chicago Rawhide Mfg. Co. .... Clevite Service, Inc. ....118 Coats Company ..... Cole-Hersee Company ..... Commercial Credit Co. ....91 Commercial Solvents Corp. ....42, 43	<b>G</b> Gabriel Company ..... Gates Rubber Co. .... General Electric Lamp Div. ....26, 27 Glide Control Corp. ....187 Go-Jer Co. ....173 Gould National Batteries, Inc. ....95 Grey Rock Division ..... Griffin Lamp Co. ....146 Guaranteed Parts Co., Inc. ....160 Gumout Division ..... Pennsylvania Refining Co. ....162 Gunk Laboratories, Inc. ....	<b>M</b> Mac's Super Gloss Co., Inc. ....150 Magna-Krom Mfg. Co. ....178 Manley Valve Corp. ....181 Marshall-Eclipse Division .....22, 23 Martin-Senou Co. ....54, 55 McQuay-Norris Mfg. Co. ....139 Milesmaster, Inc. ....25 Milwaukee Electric Tool Corp. .... Minnesota Mining & Mfg. Co. ....69 Miracle Power Prods. .... Monkey Grip Sales Co. ....106 Monroe Auto Equipment Co. .... Moog Industries, Inc. ....148, 149 Mopar Div. — Chrysler Motors Corp. ....190 Muffler Products Corp. ....147 Murray Company .....111 Muskegon Piston Ring Co. .... Mustang Engines .....158	<b>S</b> Schofield Mfg. Co. ....187 Sealed Power Corp. ....6 Shurhit Products, Inc. .... Snap-On Tools Corp. ....61, 176 Southeast Gasket Warehouse, Inc. ....150, 151 Southern Friction Materials Co. .... Standard Crankshaft & Hydraulic Co., Inc. ....112 Standard Motor Products .....104, 105 Standard-Thomson Co. ....37 Stant Mfg. Co., Inc. ....100 Storm-Vulcan, Inc. ....108 Swiss Laboratory .....168
<b>D</b> D L Products, Inc. ....4 DeKoven Mfg. Co. ....41 Del City Wire Co., Inc. ....180 Delco-Remy Division .....50, 51 De Soto Division ..... Detroit Aluminum & Brass Corp. .... Dill Mfg. Co. .... Doan Manufacturing Co. ....123 Dole Valve Co. ....121 Dow Chemical Co. ....101	<b>H</b> Hastings Mfg. Co. (Filter Division) ..... (Piston Rings) .....Third Cover Heckethorn Mfg. & Supply Co. ....48 Hirsig-Brantley Co. ....163 Holley Carburetor Co. .... Hollingshead Corp., R. M. .... Holmes Co., Ernest .....141 Homestead Valve Mfg. Co. .... Hull Mfg. Co. ....187 Hydro-Loc Mfg. Co., Inc. ....182 Hygrade Prod. Div. ....104, 105	<b>N</b> Namsco Inc. ....174 National Automotive Parts Assoc. ....29, 30, 31, 32, 33, 34, 35 National Brake Block Corp. ....178 National Business Publications, Inc. ....52 National Carbon Co. ....169 National-Detroit, Inc. ....64 National Seal Division ..... New Britain Hand Tools ..... Newnan Machine Co. ....185 Niehoff & Co., C. E. ....112, 113	<b>T</b> Texas Co. .... Thompson Prod., Inc. (Service Sales Div.) ....123 Timken Roller Bearing Co. ....56 Toledo Steel Prods. Co. .... Tung-Sol Electric, Inc. ....40 Tungsten Contract Mfg. Co. ....175
	<b>I</b> Ideal Corporation .....164 Imco Mfg. & Sales Co. ....183 Inland Mfg. Co. ....185 <b>J</b> Jack-Pack Mfg. Co. ....182 Jaycee Chemical Corp. ....Second Cover	<b>O</b> Official Products Co. .... Otto-Items, Inc. ....162 <b>P</b> P & D Mfg. Co. .... Perfect Circle Corp. ....Front Cover Permatex Co., Inc. ....1, 185, 187 Pick Mfg. Co. ....180 Pit-Bar Mfg. Co. .... Porter Automotive Prod. ....184 Precision Mfg. Co. .... Practical Automotive Components Co. ....172	<b>U</b> Unican Plastics, Inc. ....8 United Motor Service .....17, 18, 19, 20 <b>V</b> Vaco Products Co. ....156 Van Norman Machine Co. ....186 Vapor Heating Corp. ....145 Victor Mfg. & Gasket Co. .... <b>W</b> Wagner Electric Corp. ....154, 155 Walker Marketing Corp. ....62, 63 Warner-Patterson Co. ....21, 129 Weaver Mfg. Co. ....125 Wells Mfg. Corp. ....124 Western Tool & Stamping Co. ....58, 59 Wilkening Mfg. Co. .... Willard Storage Battery Div. ....60 Wittek Mfg. Co. .... Wix Corp. ....107 World Bestos Corp. ....138 <b>Y</b> Yankee Metal Products .....24 Yocam Batteries, Inc. ....186

## MANUFACTURERS' AGENTS REPRESENTING OUR ADVERTISERS

### ALABAMA

Alan Sales Co. — Birmingham  
 Acme Air Appliance Co., Inc.  
 Felt Products Mfg. Co.  
 Herman J. Downey — Birmingham  
 Jaycee Chemical Corp.  
 National Brake Block Corp.  
 Tungsten Contact Mfg. Co., Inc.  
 W. P. Piperburg — Birmingham  
 Lee Filter Company  
 Wood-Purvis Co. — Cullman  
 Gumout Div.  
 Heckethorn Mfg. & Supply Co.

Automotive Warehouse & Sales Agency  
 — Decatur  
 Wells Manufacturing Co.

### DISTRICT OF COLUMBIA

C. S. Carpenter Co. — Washington  
 Gumout Div.

### FLORIDA

R. L. Bridges & Associates — Gainesville  
 L & S Bearing Co.  
 Pick Mfg. Co.  
 Vaco Products Co.

Hirsig-Brantley Co. — Jacksonville  
 Fram Corporation  
 Imco Mfg. & Sales Co.  
 Manley Valve Corp.  
 National-Detroit, Inc.  
 J. H. Jones — Jacksonville  
 Bishman Mfg. Co.  
 R. B. Pilkington, Inc. — Jacksonville  
 Heckethorn Mfg. & Supply Co.  
 H. M. Rogers — Jacksonville  
 Van Norman Automotive Equip. Co.  
 Frank W. Coupe — Lake Worth  
 Gumout Division  
 Maxim Hershey — Miami  
 Doan Mfg. Co.

Max Yaras — Tampa  
 Ace Rubber Co.  
 National Brake Block Corp.

## GEORGIA

Aaron & Bell — Atlanta  
 Namco, Inc.  
 Stant Mfg. Co., Inc.  
 Warner-Patterson Co.  
 Phil Boehm — Atlanta  
 Murray Co.  
 Clark-Richards Co. — Atlanta  
 Bingham-Herbrand Corp.  
 Clayton-Mattie Co. — Atlanta  
 Otto-Items, Inc.  
 Carl B. Clifton — Atlanta  
 Eaton Mfg. Co. (Caps)  
 Gene Fike — Atlanta  
 Storm-Vulcan, Inc.  
 Ray Gandy — Atlanta  
 Jack-Pack Mfg. Co.  
 Minnick Company — Atlanta  
 Magna-Krom Mfg. Co.  
 W. L. Morris — Atlanta  
 Griffin Lamp Co.  
 Setzer-Humphreys Co. — Atlanta  
 Swiss Laboratory, Inc.  
 Straus, Inc. — Atlanta  
 Glide Control Corp.  
 N. A. Williams — Atlanta  
 Breeze Corp.  
 Gojer Co.  
 Ken Tool Mfg. Co.  
 Lamson & Sessions Co.  
 Milesmaster, Inc.  
 Edward Zinnell — Atlanta  
 Lee Filter Corp.  
 F. H. Williams Co. — Covington  
 Acme Air Appliance Co., Inc.  
 Monkey Grip Sales Co.  
 J. L. Daniel Co. — Decatur  
 Pullman Vacuum Cleaner Corp.  
 I. C. Dimmick — Decatur  
 Champion Pneumatic Machinery Co.  
 Dave Isom — Decatur  
 K. O. Lee Company  
 Paul Oxley — Macon  
 Del City Wire Co., Inc.  
 George H. Davison Co. — Marietta  
 Alondra Sales, Inc.  
 Muffler Products Corp.

## KANSAS

H. E. Russell — Iola  
 Gumout Div.  
 Pick Mfg. Co.  
 Wells Manufacturing Co.  
 Yankee Metal Products Corp.  
 Robert Cullins — Overland Park  
 Guaranteed Parts Co.  
 Vaco Products Co.  
 E. T. Leahy — Prairie Village  
 Storm-Vulcan, Inc.  
 Don Allen — Wichita  
 L. & S. Bearing Co.  
 William M. Byrne — Wichita  
 Anthes Force Oil Co.  
 D. D. Garberson — Wichita  
 K. O. Lee Co.

## KENTUCKY

J. Paul Saunders — Bowling Green  
 Bishman Mfg. Co.  
 Lamson & Sessions Co.  
 Lisle Corp.  
 Monkey Grip Sales  
 Murray Co.  
 Byron B. Bale — Louisville  
 K. O. Lee Company  
 Lee B. Hughes — Louisville  
 Acme Air Appliance Corp.  
 Alondra Sales, Inc.

## LOUISIANA

L. M. Cressy, Jr. — New Orleans  
 Bishman Mfg. Co.  
 Tungsten Contract Mfg. Co.  
 L. J. Fortier — New Orleans  
 Western Tool & Stamping Co.

## MARYLAND

William Chesney — Baltimore  
 Champion Parts Rebuilders, Inc.  
 Thomas S. Clark — Baltimore  
 D L Products, Inc.  
 Cook Sales, Inc. — Baltimore  
 Eaton Mfg. Co. (Caps)  
 W. S. Kneavel Co. — Baltimore  
 Pick Mfg. Co.  
 H. S. Lindsay — Baltimore  
 Kem Mfg. Co.  
 Jess Miller Sales — Baltimore  
 Lisle Corp.  
 Milesmaster, Inc.  
 Jerome Sibil — Baltimore  
 Triple-A Specialty Co.  
 Tom Wilmer — Baltimore  
 Storm-Vulcan

## MISSISSIPPI

Guy M. Parker — Jackson  
 K. O. Lee Co.  
 Southern Sales Co. — Jackson  
 Champion Pneumatic Machinery Co.

C. Guy Keen — Meridian  
 Anthes Force Oil Co.  
 Kem Mfg. Co.  
 Wix Corporation  
 Herman A. Shields — Meridian  
 Precision Automotive Components Co.  
 Rich Mfg. Co.

## MISSOURI

R. S. Black — Kansas City  
 Doan Mfg. Co.  
 Lee Filter Corp.  
 Namsco, Inc.  
 Warner-Patterson Co.  
 C. N. Buettner — Kansas City  
 Acme Air Appliance Co., Inc.  
 Anthes Force Oil Co.  
 Ideal Corporation  
 Monkey Grip Sales Co.  
 Collins Carlyle — Kansas City  
 Ace Rubber Prod., Inc.  
 R. O. Dickey & Co. — Kansas City  
 Jaycee Chemical Co.  
 Muffler Products Co.  
 National Brake Block Co.  
 Burt Eaton — Kansas City  
 Western Tool & Stamping Co.  
 G. D. Heath Co. — Kansas City  
 National-Detroit, Inc.  
 Charles H. Koslowsky — Kansas City  
 Bishman Mfg. Co.  
 W. A. Mosher — Kansas City  
 D L Products, Inc.  
 Griffin Lamp Co.  
 H. J. Snyder — Kansas City  
 Glide Control Corp.  
 Jack-Pack Mfg. Co.  
 Pullman Vacuum Cleaner  
 M. H. Swanman, Inc. — Kansas City  
 Champ-Items, Inc.  
 Lamson & Sessions Co.  
 Lisle Corporation  
 Wix Corporation  
 Paul K. Wilcox Co. — Kansas City  
 Murray Co.  
 Stant Mfg. Co., Inc.  
 Harvey Wise — Kansas City  
 Heckethorn Mfg. & Supply Co.  
 Don Ayd — St. Louis  
 Bishman Mfg. Co.  
 Herman H. Burgerler — St. Louis  
 Manley Valve Corp.  
 Precision Automotive Components Co.  
 George M. Gille — St. Louis  
 Champion Pneumatic Machinery Co.  
 Link & Chambers Sales Co. — St. Louis  
 Ken Tool Mfg. Co.  
 Russ Nixon — St. Louis  
 Felt Prod. Co.  
 Guaranteed Parts Co.  
 Vaco Products Co.  
 Walter G. Punt — St. Louis  
 Otto-Items, Inc.

## NORTH CAROLINA

Sidney Butz — Charlotte  
 Ace Rubber Products, Inc.  
 Triple-A-Specialty Co.  
 Bill Chaney — Charlotte  
 Bishman Mfg. Co.  
 Murray Co.  
 T. L. Kidd Co. — Charlotte  
 Rich Mfg. Corp.  
 Storm-Vulcan, Inc.  
 Kirby F. Newton — Charlotte  
 Kem Mfg. Co.  
 Walter F. Pope — Charlotte  
 D L Products, Inc.  
 The Walden Co.  
 Alondra Sales, Inc.  
 Del City Wire Co., Inc.  
 Ben T. Ward — Charlotte  
 Gumout Division  
 Jack-Pack Mfg. Co.  
 K. W. Norton's Associates — Durham  
 Ideal Corp.  
 Yankee Metal Products  
 J. S. Longdon — Greensboro  
 Champion Pneumatic Machinery Co.  
 J. B. Ruark Sales Agency — High Point  
 Griffin Lamp Co.  
 Precision Automotive Components Co.

## OKLAHOMA

M. A. Burnham — Oklahoma City  
 Del City Wire Co., Inc.  
 B. A. Kline — Oklahoma City  
 Bishman Mfg. Co.  
 Henry Lees & Associates — Oklahoma City  
 L & S Bearing Co. — Oklahoma City  
 Gumout Div.  
 L. T. Solomon — Tulsa  
 Champion Pneumatic Machinery Co.

## PENNSYLVANIA

Ted Dinger — Pittsburgh  
 Alondra, Inc.  
 Laher Spring & Tire Corp.  
 Murray Co.

## SOUTH CAROLINA

Sam Gendil — Columbia  
 Felt Products Co.

## TENNESSEE

Schuyler Reid — Memphis  
 Vapor Heating Corp.  
 C. R. Cunningham — Memphis  
 Griffin Lamp Co.  
 Earl Potter — Memphis  
 Champion Parts Rebuilders, Inc.  
 F. Stublefield — Memphis  
 Champion Pneumatic Machinery Co.  
 J. R. Sullivan — Memphis  
 Eaton Mfg. Co. (Caps)  
 Wayne Wilkins — Memphis  
 Jack-Pack Mfg. Co.  
 McEwen Cherry Co. — Nashville  
 Champ-Items, Inc.  
 Dole Valve Co.  
 J. R. Tate — Nashville  
 Tungsten Contact Mfg. Co., Inc.

## TEXAS

F. J. Brogan — Dallas  
 Anthes Force Oil Co.  
 Felt Products Co.  
 Monkey Grip Sales Company  
 B. B. Burk — Dallas  
 Bingham-Herbrand Corp.  
 Capton & McEvoy Co. — Dallas  
 Glide Control Corp.  
 Precision Automotive Components Co.  
 J. S. Connell Co. — Dallas  
 Jack Pack Mfg. Co.  
 Manley Valve Corp.  
 H. M. Cree Co. — Dallas  
 Breeze Corp.  
 Eaton Mfg. Co. (Caps)  
 Pullman Vacuum Cleaner Corp.  
 Crockett-Jordan-Duncan Co. — Dallas  
 Kem Mfg. Co.  
 P. H. Ebeling — Dallas  
 Griffin Lamp Co.  
 Sam Giller — Dallas  
 Ace Rubber Products, Inc.  
 John D. Harvey Co. — Dallas  
 Western Tool & Stamping Co.  
 Hirsig-Frazier Co. — Dallas  
 Hull Mfg. Co.  
 Albert Jayne — Dallas  
 Ken Tool Mfg. Co.  
 Ralph Jeffress — Dallas  
 Swiss Laboratories  
 Dean Johnson — Dallas  
 Alondra Sales, Inc.  
 Lynn & Hemphill — Dallas  
 Heckethorn Mfg. & Supply Co.  
 Jaycee Chemical Co.  
 Stant Mfg. Co., Inc.  
 Warner-Patterson Co.  
 McClintock Sales Corp. — Dallas  
 Acme Air Appliance Co., Inc.  
 Wells Manufacturing Co.  
 J. J. O'Connell, Jr. — Dallas  
 Otto-Items, Inc.  
 Ralph Russell — Dallas  
 Milesmaster, Inc.  
 W. Frank Russell Co. — Dallas  
 Murray Co.  
 Namsco, Inc.  
 Schnair Sales Co. — Dallas  
 Muffler Prod. Co.  
 Shipp & Payne — Dallas  
 Doan Mfg. Co.  
 Yankee Metal Products Corp.  
 Vogel-Swygand Associates — Dallas  
 Bishman Mfg. Co.  
 Champion Pneumatic Machinery Co.  
 Bradley Wayne — Dallas  
 Lee Filter Corp.  
 Wilkerson-Rey Assoc. — Dallas  
 Vaco Products Co.  
 O. C. Zell — Dallas  
 Storm-Vulcan, Inc.  
 W. L. Lyon — El Paso  
 Lamson & Sessions Co.  
 Automotive Sales Co. — Fort Worth  
 Laher Spring & Tire Corp.  
 Rudy Copeland — Ft. Worth  
 Ace Rubber Co.  
 Cash Dean Co. — Ft. Worth  
 Muffler Products Co.  
 Neal Greenfield Sales Co. — Ft. Worth  
 National Brake Block Corp.  
 Rich Mfg. Corp.  
 Tungsten Contact Mfg. Co., Inc.  
 Keller-Hyden, Inc. — Ft. Worth  
 Champ-Items, Inc.  
 D L Products, Inc.  
 Lisle Corporation  
 National-Detroit, Inc.  
 John W. Lovelady — Ft. Worth  
 Gojer, Inc.  
 Lamson & Sessions Co.  
 J. E. Seifert — Houston  
 Big Four Industries  
 Brockenhough & Sanders — Waco  
 Ideal Corp.

## VIRGINIA

T. S. Armistead — Richmond  
 Anthes Force Oil Co.  
 James E. Duffee — Richmond  
 Magna-Krom Mfg. Co.

## WEST VIRGINIA

George M. Scott — Charleston  
 Bishman Mfg. Co.



**NEW MOPAR SUPREME:** Delivers top performance over long periods of time, thanks to spun glass insulators and silver cobalt coated plates.



**NEW MOPAR DE LUXE:** Meets all demands of greatest number of drivers. Silver cobalt coated plates with BiPlak insulators for any driving condition.



**NEW MOPAR SPECIAL:** Offered at new low price, this battery is ideal for used cars and "price buyers." It's particularly effective as a "leader" item.

# NOW!

## 3 new, powerful profit-makers from **MOPAR**

Here's a complete new line of MoPar batteries to fit every prospect, every need, every car!

Now—as the big fall battery season begins to boom—MoPar offers you a sensational new All-Star Sales Trio—three completely new lines of quality batteries.

With this new sales-packed MoPar power team, you—

- have batteries for all makes, all models
- have price ranges to meet all customer demands
- get a handsome profit return

Call your MoPar Wholesaler or your Plymouth, Dodge, De Soto, Chrysler or Imperial Dealer. Act now and take the first step toward the biggest battery season you've ever had.



*Sell the line that keeps your customers sold on you—MoPar*



# Motor Engineering...

## AND WHAT IT MEANS TO YOU

Use Hastings Piston Rings on your next ring job—and *every* job. Each set is designed and engineered to give you exactly the right combination of ring types to restore original efficiency in any specific engine model.

This is Hastings "Motor Engineering," backed by continuous research, testing and development—concentrating exclusively on the ring problems of worn engines.

Hastings makes only *replacement* rings—the most complete line in the industry. It's the only piston ring line to meet all replacement conditions—in steel, cast iron, steel and iron combinations . . . with or without chrome plating.

What does "Motor Engineering" mean to you? It means a good ring job, a satisfied customer—every time! Install Hastings and prove it to yourself.

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN  
Hastings Ltd., Toronto

Piston Rings, Oil Filters, Casite Additives, Spark Plugs



STEEL-VENT OIL



FLEX-VENT OIL

In these representative Hastings Oil Rings you can see for yourself the ample ventilation that assures efficient drain-back . . . prevents clogging and gives long-lasting oil control.

# HASTINGS → PISTON RINGS



### TOUGH BUT OH SO GENTLE

#### TOUGH

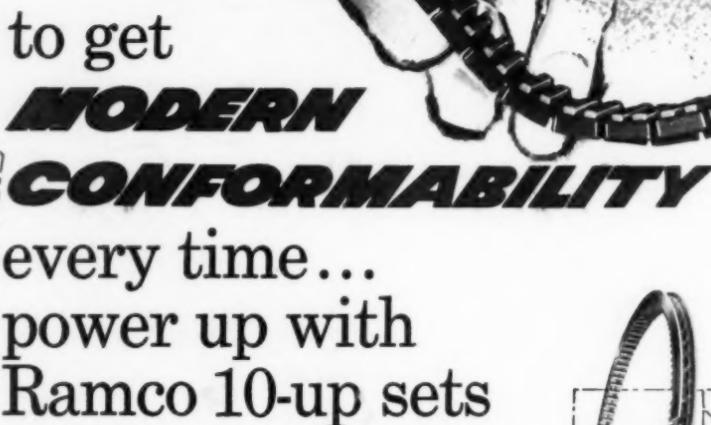
on oil pumping

#### GENTLE

on cylinder walls



Hastings Fire-Power Spark Plugs . . . engineered for replacement service . . . give premium performance, at competitive prices, with better profit for you.



to get  
**MODERN  
 CONFORMABILITY**  
 every time...  
 power up with  
 Ramco 10-up sets

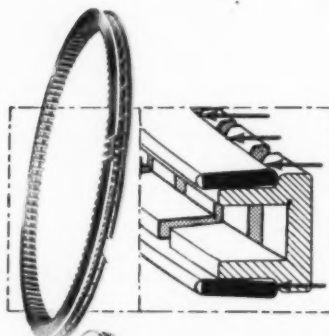
Look at the illustration above.  
 It shows the heartbeat of conformability.

When butted end to end, the Duomatic expander acts like a coiled spring, exerting outward pressure against wafer-thin rails.

No matter how worn, tapered or out-of-round a cylinder may be, the expander automatically adjusts, *conforms*. Like the human heart, it's constantly at work: expanding, contracting, expanding...

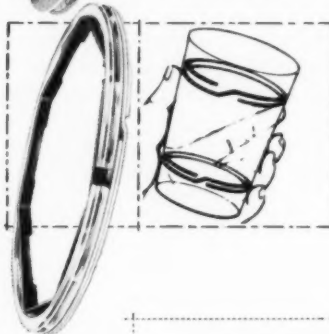
Both C-9 and Spiro-Seal oil rings have this MODERN POWER action. That's why C-9 (in newer engines) and Spiro-Seal (in older engines) means satisfied customers for you.

To find out more about them, call your RAMCO Jobber.



#### C-9 Conformability

Instant response to taper and wear is essential to MODERN POWER. C-9 brings this response to a modern new high with extreme flexibility of Duomatic expander and radially thinner rails.



#### Spiro-Seal Conformance

Spiro-Seal segment works like a watch spring: expands, contracts, depending upon cylinder taper or wear. Rides free of inner ring pressure until after seat-in.

## RAMCO MODERN POWER PISTON RING SETS

Ramsey Corporation, a subsidiary of Thompson Ramo Wooldridge Inc.

Why MODERN POWER with conformability is important to you is explained in detail in this colorful, illustrated book. Yours FREE when you mail coupon.



RAMSEY CORPORATION  
 3723 Forest Park Blvd., St. Louis 8, Mo.  
 Yes! Send a free copy of MODERN POWER FACTS to:

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

